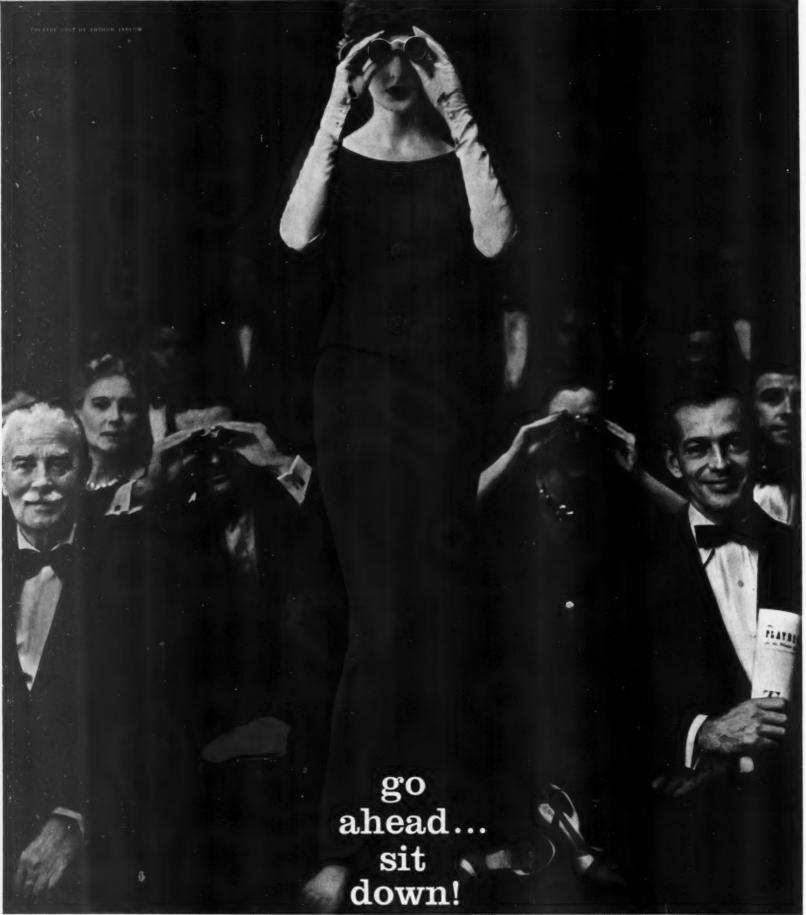




No. 42 • Spring 1958 featuring a special section on WASH and WEAR



nylon velvet keeps its seat beautifully...won't mat or wear thin

What? Sit out an evening in velvet? Nylon velvet, yes! Relax through three acts... it keeps its pile, comes up plush-soft at the final curtain... won't flatten or go

threadbare or get that patch-of-gray look. And this velvet won't go baggy . . . won't show spots, either. What's behind it all? Nylon that's better than ever. One reason

why: today, a good share of nylon yarn is the product of the only integrated plant, the most modern research facilities, the most exciting name in nylon: Chemstrand.

CHEMSTRAND NYLON

THE CHEMSTRAND CORPORATION, 350 Fifth Avenue, New York 1, N. Y. • Plants: CHEMSTRAND NYLON—Pensacola, Florida • ACRILAN® ACRYLIC FIBER—Decatur, Alabami





AMERICAN FABRICS

dedicated to the belief that Fashion . . . in apparel, in the home and in industry . . . begins with the Fabric; that the American textile industry exerts a major influence on the economic and social aspects of the world in which we live; and that it has deservedly attained the world pinnacle from which it can never be dislodged.

This volume number forty two of American Fabrics turns its editorial spotlight on Wash and Wear, the economic opportunity of the textile world's current lifetime; on the Story of J. P. Stevens & Co., a giant among giants of every industry; on a new editorial feature actually swatching fabrics developed through the ingenuity of the major chemical companies, with Acrilan as the case in point; and on a multitude of equally interesting and inspirational aspects of the textile business at all levels.



AMERICAN FABRICS NO. 42

SPRING 1958

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American Fabrics is published quarterly by Doric Publishing Co., Incorporated, 152 East 40th St., New York 16, New York. Phone: MU 3-2755.

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NITE LURE CHIFFON BY ALLURE; LINEN-BODICED DRESS BY SAM FRIEDLANDER, WHITE WITH BLUE, WHITE WITH PINK SATIN TRIM. SIZES 8-18. ABOUT \$80.

Enchanting chiffon—woven of modern Avisco_® rayon—belies its fragile look. It resists soiling to begin with, dry-cleans with its original beauty left intact. This tag tells you so!

American Viscose Corporation, New York 1, N. Y.

THE NEWEST PRINTS IN PARIS

on the richest cottons in town



FULLER-BOUSSAC PRINTS Voilà! The exact prints shown in Paris by Boussac right now are on famous Fuller cottons right here. And what prints! They're as French, fresh and saucy as a kiss in the Bois. You can tell at a glance they're Paris, France. All are combed cotton with Dip 'N Dry and crease-resistant finishes. All have a fascinating new feeling that make them the freshest prints this side of the Atlantic. See them at Fuller Fabrics and see why they're called the richest cottons in town.



CR

saving pennies on wash'n wear finishes?

DON'T SETTLE FOR LESS THAN
THE BEST WASH'N WEAR FINISH!
COMPARE WHAT YOU'RE USING WITH
CRANSTON DRI-SMOOTH SPECIFICATIONS:

DRI-SMOOTH SPECIFICATIONS FOR WASH 'N WEAR FINISH (39 Inch, 80/80, 4.00 Yard Fabric)

COLORFASTNESS

WASHING No appreciable change after one automatic home laundry at 150° F. No staining of attached white cloth.

LIGHT No appreciable change after 10 hours

ERSPIRATION No chang

CROCKING No appreciable crocking HOT PRESSING No appreciable change.

PHYSICAL TESTS TENSILE Minis

TENSILE Minimum warp 30 lbs., minimum fill 25 lbs
TEAR Minimum warp 400 gma., minimum fill 353

CREASE 240° Monsanto.

lacedries.

APPEARANCE Skirt made from material essential

SEWABILITY Not more than 25% tensile loss with mod

CRANSTON

PRINTERS AND FINISHERS OF FINE FABRIC

sales office: 261 Madison Avenue, New York 16, N. Y.

Galey Lord













Published Periodically and printed by hand at the home of LAWFORD FABRICS - 450 SEVENTH AVE., N.Y.C. - Larry Gabbe, Sandy Elias, Proprietors



Lawford posts the predictions for fall '58

..get with it!

LARRY GABBE SANDY ELIAS

The Story of Lawford Fabrics ... and how it grew

Lawford is a young firm. Young in years and young in ideas.

But the Early American aura of Lawford is not, completely, a gag. Lawford wants to express a craftsmanship that hearkens to the days when the weaving of woolens was a traditional art of the adept New Englander. The hand loom, the antique printing press—these are symbols of hand craftsmanship that Lawford dedicatedly lives up to.

Lawford began with a precept... with a series of objectives that were to differentiate Lawford from the pack:

- to solidify color trends in this country, not dictated by the whims of Paris.
- to bring original design to the domestic woolen market.
- 3. to adapt this originality to mass production methods.

In four short years these objectives have been reached. Today Lawford speaks with authority on patterns, textures and colors. Today, in an ever-broadening sphere, Lawford has taken the lead.



"Tomorrow's fashions are being designed with Lawford Woolens in mind."

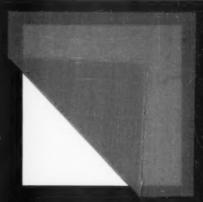
P.S. The Lawford Press is published periodically and mailed absolutely gratis to a select group of cutters and retailers. If you want to get on the mailing list just drop us a line. If you want any back issues just say so. We've got trunks full!

LAWFORD FABRICS, INC. - 450 SEVENTH AVENUE, NEW YORK

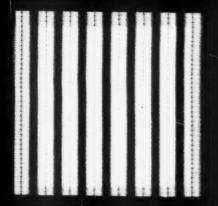




WHO WAS FIRST TO INTRODUCE WASH-AND-WEAR SMOOTH COTTONS?



LOWENSTEIN WAS FIRST ... FIRST with Dri-Nu *... the original process that started the trend to wash-and-wear! First with Easytime"...the first wash-and-wear smooth cotton ever produced! FIRST with Durasuede the no-iron cotton flannel that brought washand-wear to men's wear! STILL FIRST with MORE fabrics... MORE patterns... MORE colors... MORE finishes... MORE big names like Signature, Easytime, Good Behavior ... and in a wider price range than you'll find anywhere. M. LOWENSTEIN & SONS, INC., 1430 Broadway, New York 18, New York







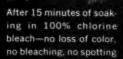


thisi

COLOR SO DURABLE



IT CAN'T BE BLEACHED OUT



wash-and-wear shirt fabric made of Coloray—before testing

COURTAULDS

COLORAY

IT CAN'T BE

COO

COURTAULDS (ALABAMA) INC.

first name in man made fiber, first name in solution dyeing, 600 Fifth Avenue, New York 20 • Greensboro, N. C. • LeMoyne Plant, Mobile, Alabama

s is colorfastness



COOKED OUT

IT CAN'T BE LEFT OUT OF YOUR WASH-AND-WEAR PICTURE

After boiling for one hour at 212° — no streaking, no running, no fading!

Everybody agrees! It can't be wash-and-wear unless it's colorfast. And it's most colorfast when it's made with Courtaulds' solution-dyed Coloray fiber. Color is caged inside Coloray fiber as the fiber forms. And it can't escape—no matter how many washings and wearings. Beyond superfastness, Coloray contributes fresh color stylings, far richer color, softer hand and everything you need to sell more customers more merchandise. It's the fiber to feature wherever you are in the wash-and-wear picture. It's the trend!



with Saylerized non-chlorine retentive finish for wash and wear white cottons



Promote
Your White Cottons With
Saylerized

NON-CHLORINE RETENTIVE WASH & WEAR FINISH FOR WHITE AND COLORED-YARN COTTONS

- Machine or hand washable.
- May be drip dried.
- Resists creasing; dries smooth.
- Resists spotting; stays cleaner and fresher longer.
- Requires little or no ironing.
- Retains tensile strength through repeated launderings.
- Requires no starch.
- Mercerized for permanent lustre.
- Shrinkage controlled to 1%.
- Retains no chlorine.
- Stays white.
- · Resists mildew and odor.

Saylerized Non-Chlorine Retentive Finish protects your reputation for quality. You can promote your product loud and long, in full confidence that Saylerized white cottons stay white — will not weaken because this unique finish is absolutely non-chlorine retentive.

With Saylerized cottons, you can promote and promote and promote! You don't need any escape clauses or complex instructions on your hang tag.

You're protected because Saylerized is obtained with chemicals heretofore unused in this type of finish, with a secret formula developed in our own laboratories. And it can pass the most exacting independent laboratory tests with flying colors.

Just tell 'em to wash Saylerized cottons any way that comes natural, iron or not as they choose — no critical ironing temperatures to consider.

Shirting Fabric (broadcloth 136 x 72) by Biltmore Textile Company, Inc. Saylerized for all the attributes listed in this ad.

SAYLES

SAYLES FINISHING PLANTS, INC. Established 1847
Sayles Bleacheries Division; Sayles Biltmore Bleacheries, Inc.
NEW YORK OFFICE - 70 WEST 40th STREET

Alamac puts a glow on the first fickle touch-and-go days of spring! Ideally transitional Permathal® Everglaze® cotton knit comes in heartwarming hues, to spark this new chemise design by Jeanne Campbell, for Sportwhirl. Orange, turquoise, lemon, green, hot pink, beige, black or navy; sizes 8-16 or 7-15, about \$18. Sportwhirl, Inc., 498 Seventh Avenue, New York 18, N. Y.



SPORTWHIRL

teamed with PERMATHAL EVERGLAZE COTTON KNIT by ALAMAC

Emancipating



the housewife...

A BIG JOB AT BURLINGTON

We've been working at it for years.

Spot and stain resistance. Crease resistance. Drip-dry fabrics. Wash-and-wear.

Each has cut a few more strings which tied the housewife to her chores...which made her "wash and weary." And each new development resulting from Burlington's continued leadership in easy-care fabric research, together with the developments of other industry leaders, expands the market for fabrics of all types.

Emancipating the housewife is always rewarded with greater sales.

But will this picture fade?

Our technical progress has outpaced the development of a new vocabulary. The public is confused by new terms.

There are two solutions.

The first is long-range. Burlington, other leaders and appropriate trade associations are working to define—in simple, sensible, saleable terms—each of these new developments.

When established, they will amplify our sales opportunities.

The second is immediate. It's an approach which Burlington has always followed. We believe it pays us—now and in the future—to tell the customer exactly what to expect from a fabric and what that fabric can do. We don't hesitate to say, for example, "touch-up with an iron if necessary." It wasn't possible 10 years ago. This approach has been successful for us. It's helped to make Burlington the largest member of the textile industry. It could be successful for everyone.

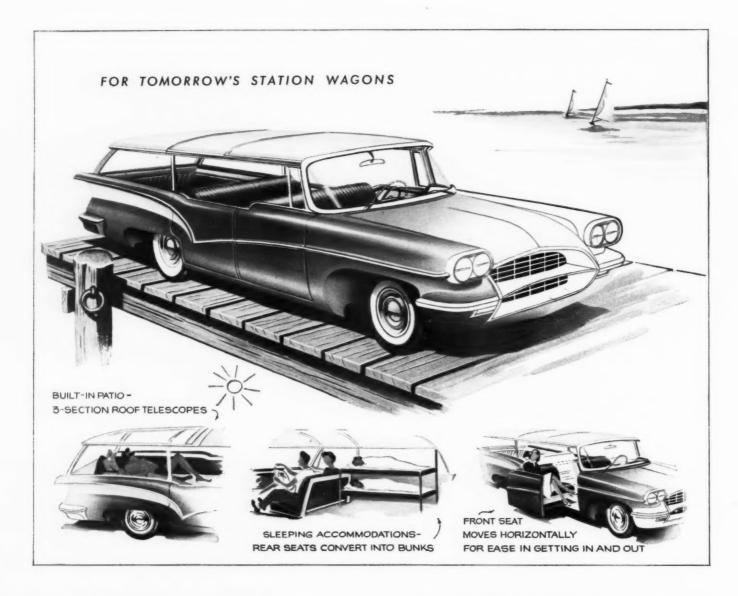
Member Companies: **Burlington Decorative** Fabric Associates Burlington Export Co. Burlington Hosiery Co. B. I. Cotton Mills **Burlington International Burlington Mills** Burlington Narrow Fabrics Co. Elv & Walker Galey & Lord Goodall-Sanford, Inc. Hess, Goldsmith & Co., Inc. Klopman Mills, Inc. Mooresville Mills Pacific Mills Peerless Woolen Mills

Raeford Worsted Corporation

Burlington INDUSTRIES, INC.

Burlington

1430 BROADWAY, NEW YORK 18, NEW YORK

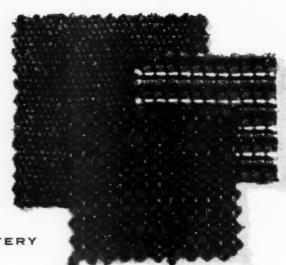


Custom Fabrics by CHATHAM

Only old-timers remember when people called them "machines"; today, "interiors on wheels" is more like it.

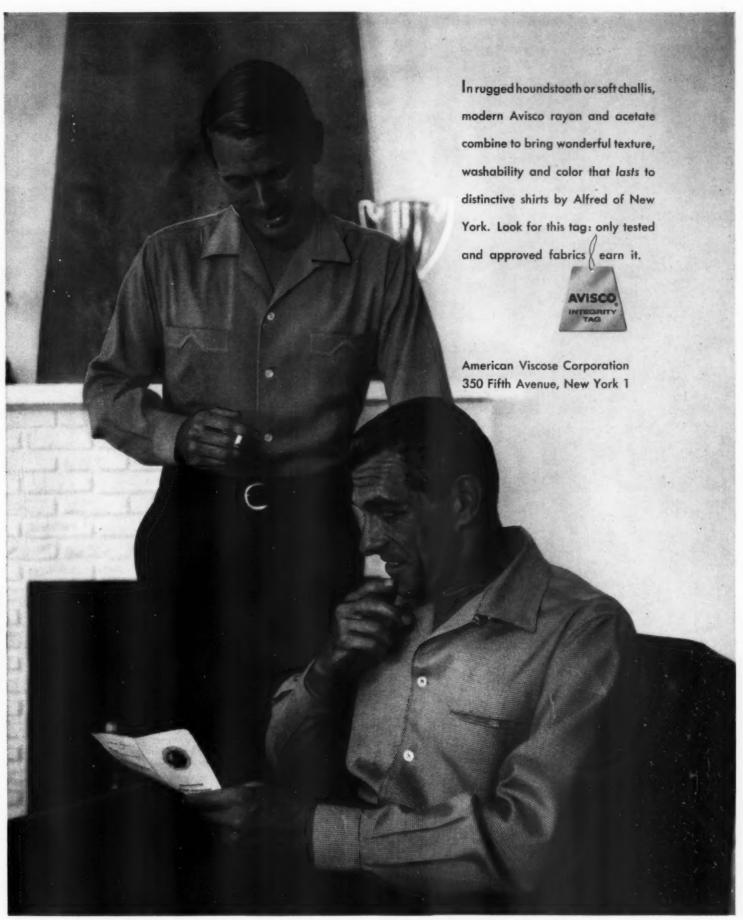
Chatham has contributed importantly on that score. Thanks to Chatham's facilities for custom styling, fabric can be had in any texture or color effect desired, to meet any performance specifications, making a car's upholstery as much of an individual selling point as any of its other competitive features.

Founded over 75 years ago, this company is today operated by the fourth generation of Chatham sons. And family pride is a very good guarantee of quality.



CHATHAM UPHOLSTERY

CHATHAM MANUFACTURING COMPANY • Mills at Elkin, Charlotte, Spray, North Carolina, and Springfield, Tennessee
Automotive Fabrics Representative: Getsinger-Fox Company, Detroit



ALFRED'S BODICOOL is cleverly animated with vented pocket flaps. Its fabric of Avisco® rayon and acetate has the soft, supple feel of luxurious challis. White, beige, light blue, grey or navy. Sizes S, M, L, XL, \$10.

ALFRED'S CORSICAN feels like worsted, yet washes. Traditional pattern combined with creative detailing. Canary/grey, grey/white, brown/white, navy/white. S, M, L, XL, \$10.95; longs and XXL, \$11.95.

Miss America 1958 Marilyn Van Derbur models two beautiful

EASY CARE

fashions from her





Everglaze WINTER BAN-LON WARDROBE



Among the many beautiful and carefree fashions in the all-occasion "Everglaze" and "Ban-Lon" wardrobe created for Miss America 1958 by America's leading designers: this stunning suit by Victor Most, in an "Everglaze" "Tutored" cotton by Hirsch Fabrics Corporation; and this charmingly patterned novelty pullover by Darlene, in fuzz-resistant "Ban-Lon" yarn.





the test is in the touch

EASY CARE assurance of easier living today and tomorrow—these famous trademarks identify some of the most important textile developments of Joseph Bancroft & Sons Co.

EVERGLAZE®

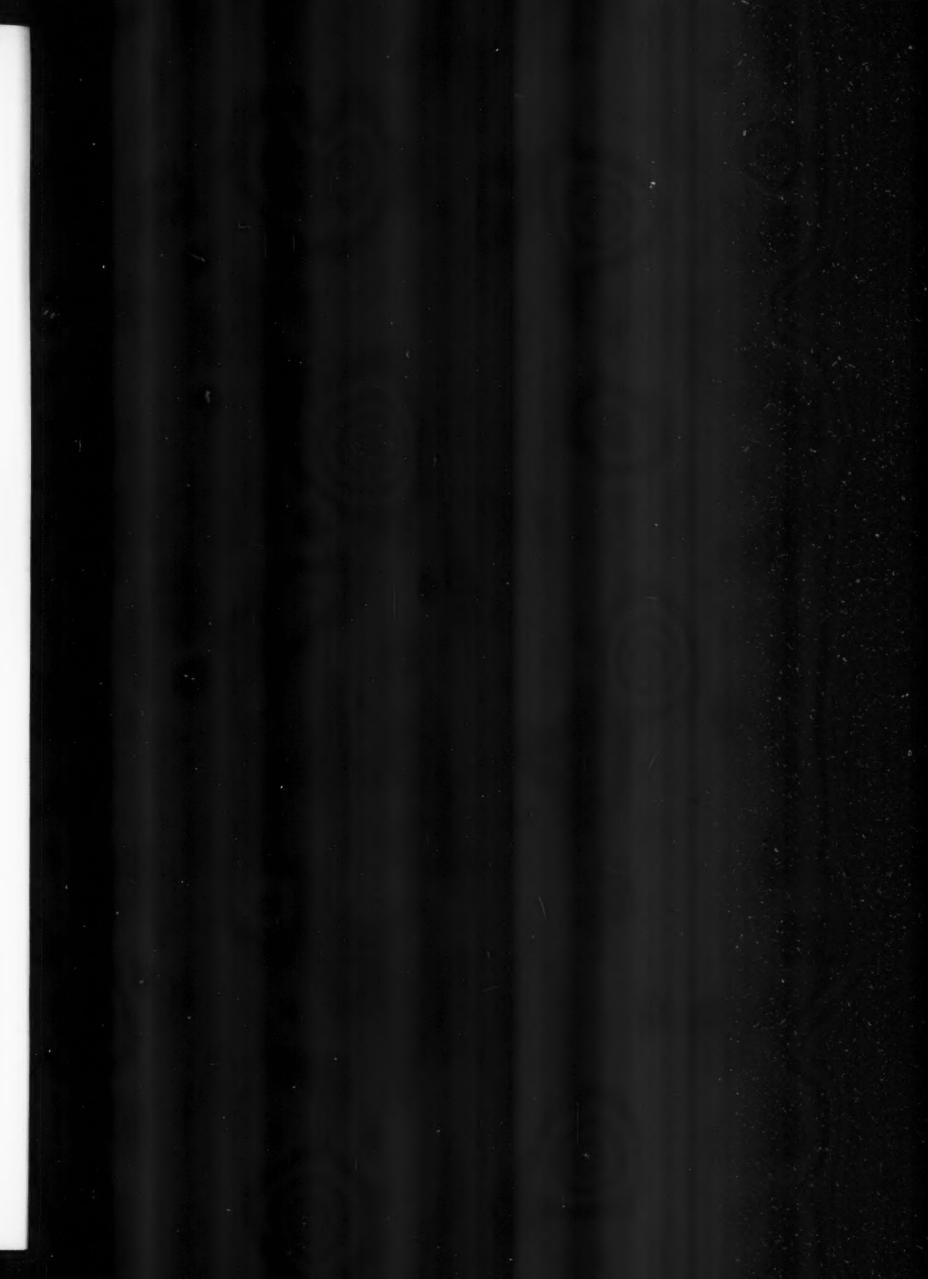
EVERGLAZE® MINICARE®

EVERGLAZE® TUTORED® EVERGLAZE® KEETIDE®

STAZENU®

BAN-LON®

"EVERGLAZE" MARKETING DIVISION • P.O. 8 ox 189, Wilmington 99, Del., supervises the international merchandising of the trademarked products of Joseph Bancroft & Sons Co. Bancroft grants the use of its trademarks on fibres, yarms, fabrics, articles and garments which meet its prescribed and tested standards of quality. In foreign countries, the trademarks are identified by "Trademark" and not not as in the United States.







boasts a new "wash'n wear" fabric containing Dixie Durene woven by Schwarzenbach. Its effortless washability, keyed to today's dripdry demands, and its impeccable tailoring traits result from a wisely balanced_combination of Dacron® and Dixie Durene vat-dyed cotton.

Palm Beach de luxe sports jacket



* DURENE" . COMBED PEELER SINGLE AND PLY . MERCERIZED SINGLES . DYED AND BLEACHED . CHEMICAL FIBER . TUFFING AND CARPET YARNS





CLUE* to the color for you!

Sew up your fashion life in colors most becoming to you...colors that keep their becomingness -VAT Colored fabrics! Not a washing worry when you launder them, not a qualm

when you expose them to sun or salt water. And they dry clean beautifully! Bright or muted, VAT Colored cottons, linens, rayons look storenew long after you first fall in love with them. Let fashion experts clue you—the secret of lasting beauty in materials, you sew and clothes you buy, is to ask for VAT Colored fabrics...so colorfast you'll know the color is there to stay.

INSTITUTE, BUILDING, NEW YORK *Look for this tog on clothes for your-self, your family, furnishings for your home and let it be your guide. This advertisement in Seventeen is part of a program that is helping the industry sell better fabrics.

VAT COLORED FABRICS BY, AMERITEX, AVONDALE, BATES, LOGANTEX, RIEGEL, WELLINGTON SEARS WILLIAM SIMPSON, WAMSUTTA.

a world of fabrics

A wide panorama of silk common and fine blends in prints silk common with a direction of the silk common silk comm

For america's most treasured ashions



Piental TEXTILES INC., 38 WEST 26TH STREET, NEW YORK 10, N.Y.



"Pouff"—and a whole new era in scatter rugs is born! Furry, fabulous luxury in twenty-five different sizes—three favorite shapes—and thirteen mouth-melting colors. Deep-pile, 100% Acryllic fibers that don't turn a fluffy, kitten-soft hair at all the machine-washings in the world. No wonder women want them on sight . . . and they'll see a lot of "Pouff" this season.

Princeton's big, powerful national ads will splash "House Beautiful", spread out in "House and Garden", appear in the "New York Times Magazine", star in "The New Yorker", cause a sensation in "Living for Young Homemakers"—and wear the "Good Housekeeping" seal proudly in its pages. "Pouff's" the thing—for exciting new sales, too numerous to miss!

PRINCETON'S POUFF

PRINCETON MILLS Inc., 450 SEVENTH AVENUE, NEW YORK 1, NEW YORK

look to the BANCROFT programs

for the ultimate in

easy-care fabrics and apparel



Through Joseph Bancroft & Sons Co. and its licensees, you are constantly offered a choice of easy-care textiles, all rigidly tested for quality. For easier living today and tomorrow, keep your eye on the famous trademarks listed below. Each identifies a modern textile development resulting from continuing Bancroft research; each is your assurance, not only of easy care, but also of dependable performance and lasting good looks.

Everglaze

crease resistant . minimum ironing

Everglaze Minicare

FABRICS

little or no ironing . wash and wear

Everglaze, Keetide,

non-chlorine retentive . wash and wear

Everglaze, Tutored,

surface interest . wash and wear

EASY CARE assurance of easier living today and tomorrow—these famous trademarks identify the modern textile developments of Joseph Bancroft & Sons Co.:

"Everglaze" Marketing Division • P.O. Box 189, Wilmington 99, Delaware supervises the international merchandising of the trademarked products of Joseph Bancroft & Sons Co. Bancroft grants the use of its trademarks on fibres, yarns, fabrics, articles and garments which meet its prescribed and tested standards of quality. In foreign countries, the trademarks are identified by "Trademark" and not 8 as in the United States.

for modern living

EASY-CARE

Everglaze FARRICS

wash them • wear them

Both "Everglaze" "Keetide" fabrics, with their absolutely non-chlorine-retentive properties, and "Everglaze" MCR fabrics, with their minimum-chlorine-retentive properties, possess a remarkable combination of carefree features:

- wash easily by hand or machine
- dry quickly; need little or no ironing
- resist shrinking, stretching and creasing
- stay clean and fresh longer
- resist perspiration stain and odor
- shun soil and mildew

for those who want the very best

<u>absolutely</u> non-chlorine-retentive fabrics

Everglaze, Keetide.



When only a completely non-chlorine-retentive fabric will do, the choice is clear: The new, improved "Everglaze" "Keetide" cottons. Outstandingly carefree, these quality wash-and-wear fabrics retain absolutely no chlorine. That means, of course, that they can be safely laundered by any method—using chlorine or any other desired bleach—because normal bleaching will not cause yellowing or loss of tensile strength. It means that carefree cotton wash-and-wear shirts, blouses, sportswear, playclothes and similar garments are now completely practical—since they can be washed time after time, using bleach if desired, without losing their easy-care properties as they do not hydrolize. Yes, when an absolutely non-chlorine-retentive fabric is required—it pays to choose new, improved "Everglaze" "Keetide" cottons.



for those who want the very best

<u>minimum</u>-chlorine-retentive fabrics

Everglaze. MCR



Less costly than "Everglaze" "Keetide" fabrics but of similarly high quality are the new minimum-chlorine-retentive "Everglaze" MCR fabrics. These fine wash-and-wear fabrics have all the easy-care "Everglaze" properties. In addition, since they retain only the barest minimum of chlorine, any normal bleach may be used in laundering them. This minimum-chlorine-retentive feature makes MCR fabrics ideal for work-clothes, playclothes, sportswear—even shirts and blouses. Newest members of the world-famous "Everglaze" family, "Everglaze" MCR fabrics are designed for those who demand the very best in a minimum-chlorine-retentive fabric.



WORLD ENCYCLOPEDIA of TEXTILES

If this book were priced at \$300

a thousand executives would consider it cheap indeed . . .

To any man or woman whose livelihood stems either directly or indirectly from the textile industries, or from those fields which depend upon textiles, this completely new and different World Encyclopedia of Textiles can be of priceless value. Not because of its extent and thoroughness alone, although these features will set the Encyclopedia apart from anything which has ever been produced before; mainly we make the statement on the basis that it will be produced by the Editorial and Consulting Boards of American Fabrics Magazine; and this, to anyone who is a regular reader of the publication indicates the stirring and inspiring presentation which will be given to even the most prosaic and technical aspects of textiles.

Even lay people who have no connection whatever to apparel, fashions, home furnishings, industrial or other uses of textiles find *American Fabrics* a delight.

They discover themselves deeply immersed in supposedly foreign subjects, because of the rather unique form in which articles are handled both verbally and in print. The use of both color-photography and actual material swatching is liberal and pointedly illustrative; the descriptive material is written in a style which is extremely readable and simple to understand by everyone.

There will be more than 600 pages covering every phase and aspect of textiles: cotton, silk, wool and all of the latest developments in manmade chemical fibers such as nylon, rayon, Dacron, Orlon, Dynel, Acrilan and their offshoots.

This Encyclopedia will be most helpful to the entire world of textile and allied industries. Not only will it include a most complete glossary of terms and definitions touching on all fibers, fabrics and finishes, but it will be lavishly illustrated in the style of *American Fabrics* with diagrams, charts, full-color illustrations and actual swatches.

As we said, if this book were priced at \$300, a thousand textile executives would consider it cheaply priced indeed. It is suggested that you make your reservation *now* if you wish to come within the limit of those who can procure this book. Please do not send your money now; you will receive an invoice when the book comes off the presses in 1958.

These people will find the Encyclopedia valuable:

Mill Executives who must constantly have full and accurate technical information at their fingertips.

Training Heads who need a complete textile glossary within easy reach at all times.

Manufacturing Executives who use textiles in one form or another, and who are interested in new developments.

Designers and Decorators who transform fabrics into apparel, home furnishings and industrial products.

Retailing Executives who recognize that since most of the goods they carry hinges on textiles, they must have accurate data to draw upon.

Schools and Colleges giving courses in textiles or home economics, both of which require a knowledge of the subjects covered in this book.

Chemical companies, research and testing laboratories, libraries . . . and many others.

ENTER YOUR PRE-PRINT SUBSCRIPTION NOW

PRICE: \$30

ENDOWED COTTONS

bring the women of America

FREEDOM of the PRESS*



*A trade mark of McCampbell & Company

MCCAMPBELL & COMPANY, 40 Worth Street, New York 13, N.Y

Kanebo

world-famous
for beauty
and quality in
fashion textiles

The confidence

shown in the name Kanebo

by astute fabric

buyers everywhere

is our most

precious possession

KANEBO HAS 32 MILLS THROUGHOUT JAPAN DEVOTED TO THE MANUFACTURE OF ALL TYPES OF FINE FABRICS AND YARNS... SILK, COTTON, WOOL, MAN-MADE, THE NAME KANEBO IS YOUR GUARANTEE OF QUALITY AND IS THE SYMBOL OF KANEGAFUCHI SPINNING CO., LTD.

Stevens The Stevens Clock identifies the Stevens Building on Broadway at 41st Street, Here, a block from Times Square. at the crossroads of the world, J. P. Stevens & Co., Inc. merchandises a wide variety of textile products produced in its 45 manufacturing plants. Manufactured from every type of textile fiber in cotton-wool-worsted and fabrics from the laboratories of science-Stevens fabries are produced for apparel:

coats, suits, dresses, evening wear, sportswear and work clothing for men, women and children-for the home; sheets and pillow cases, dish towels. upholstery, curtains and draperies-and for industry there is a tremendous range of industrial uses including fabrics for automotive, aircraft. rubber, marine, plastics, electrical and many others,



Rooms with a future!...



Stevens Fabrics



Nationally Advertised

Stevens Family

of Fabrics is

Right on the job...for work or play STEVENS TWIST TWILL

FORSTMANN

in Stevens Cottons





Stevens Famous @ Brand Sheets



Stevens &



Stevens @ Fabrics

the richest cotton in town uller tabrica

Since 1813 the Stevens family of fine fabries has grown in importance until today many famous Stevens brands are well known to consumers from coast to coast. On this page are a few examples of the national advertising that appears in magazines and newspapers highlighting the importance of such famous brands as: Worumbo*, Hockanum* and Forstmann* Woolens: Twist Twill* and Resilient* Cottons: Fuller Fabrics*; Qualitrique* Lingérie Fabries: Utica-Mohawk* Sheets: Simtex* Tablecloths: Fiberglas* for Curtains and Draperies.

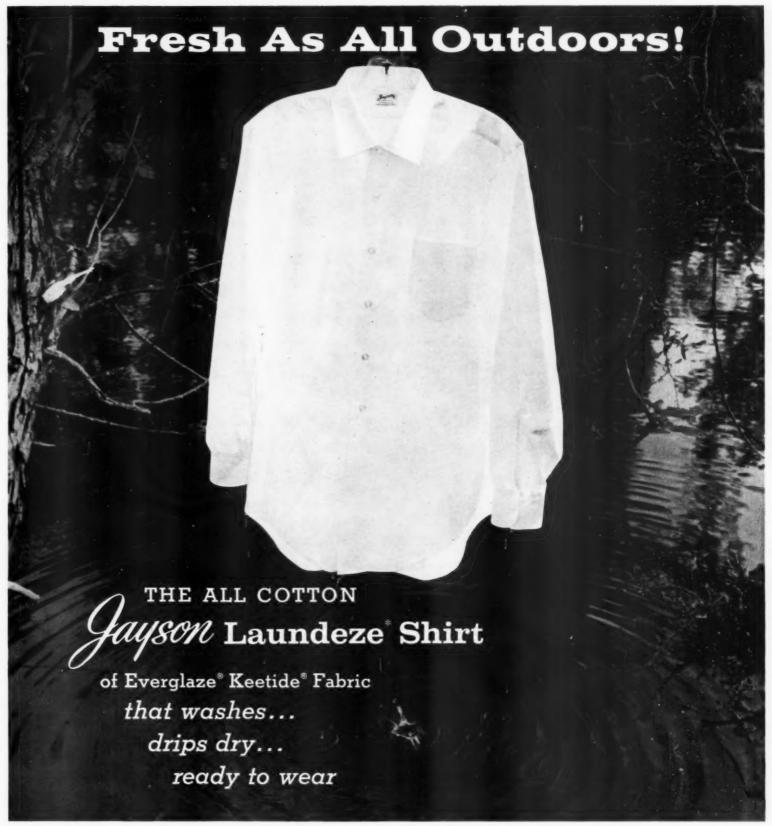
abric











Soft, absorbent, good-looking as only all cotton can be... this Jayson "fit to perfection" tailored shirt drips dry, ready to wear, with little or no ironing. Soil-resistant, perspiration resistant...and non-chlorine retentive, so that a bleach may be used if desired. In button-down Oxford or Broadcloth with permanently sewn-in collar stays. It's made only by Jayson and it's only \$5.

Also available in long sleeved or short sleeved Sport Shirts in white or colors...Pajamas in an assortment of wanted colors.



* Registration Applied For

Gayson

1115 BROADWAY, NEW YORK 10, N. Y.

YOUR

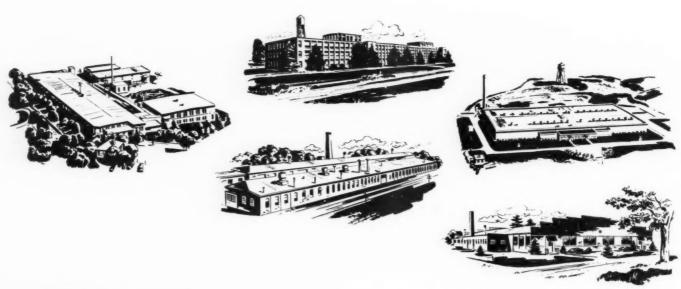
TEXTILES OF TOMORROW

MAY TAKE THIS TRAIL



Created in the textile and chemical

laboratories of U.S. Rubber's new 5-million-dollar Research Center at Wayne, New Jersey... one of the finest in America.



Manufactured

in one of our eleven yarn and fabric mills that serve science and industry . . . furnishings and fashion.



LASTEX® ELASTIC YARNS

TRILOK® UPHOLSTERY FABRICS

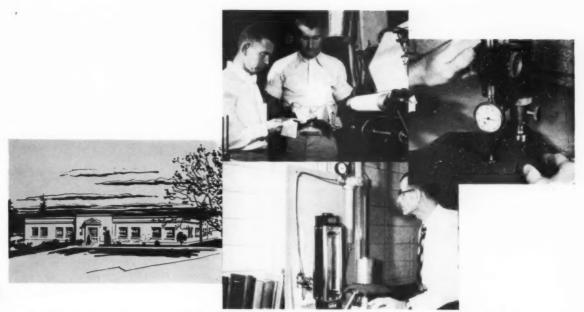
TIRE CORD AND CHAFER FABRIC

ASDESTON® VADNS AND FARRICS

INDUSTRIAL YARNS AND FABRICS

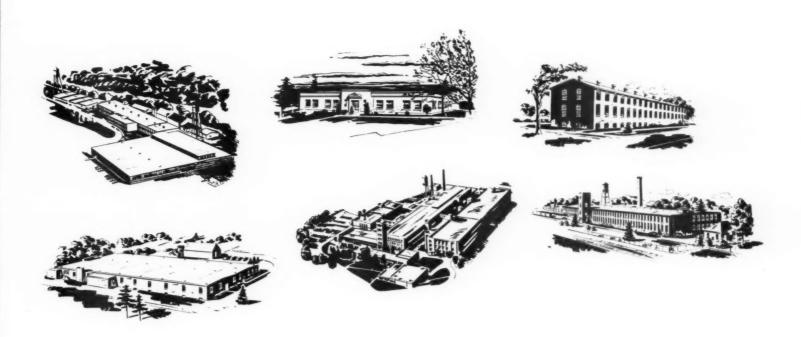
SCIENTIFIC AND MILITARY TEXTILES

U. S. ROYAL® YARNS FOR FASHION AND FURNISHINGS



Developed

... perfected ... and proved in our Textile Division's large development laboratory at Winnsboro, South Carolina.



U.S. Rubber is a specialist in *functional textiles*...yarns and fabrics with a *job to do*. If you need *more* than dependable supply, *more* than sustained quality...if you have problems on the types of textiles we make...then let the Textile Division of "US" be your partner. To customers old and new we offer not only the mills and the men, but one of America's newest and finest facilities for *searching*, *developing*, *testing*, and *making* your "textiles of tomorrow".



HERLINGER A CUSTOM DESIGNED FABRIC

HERLINGER

HERLINGER

HERLINGER

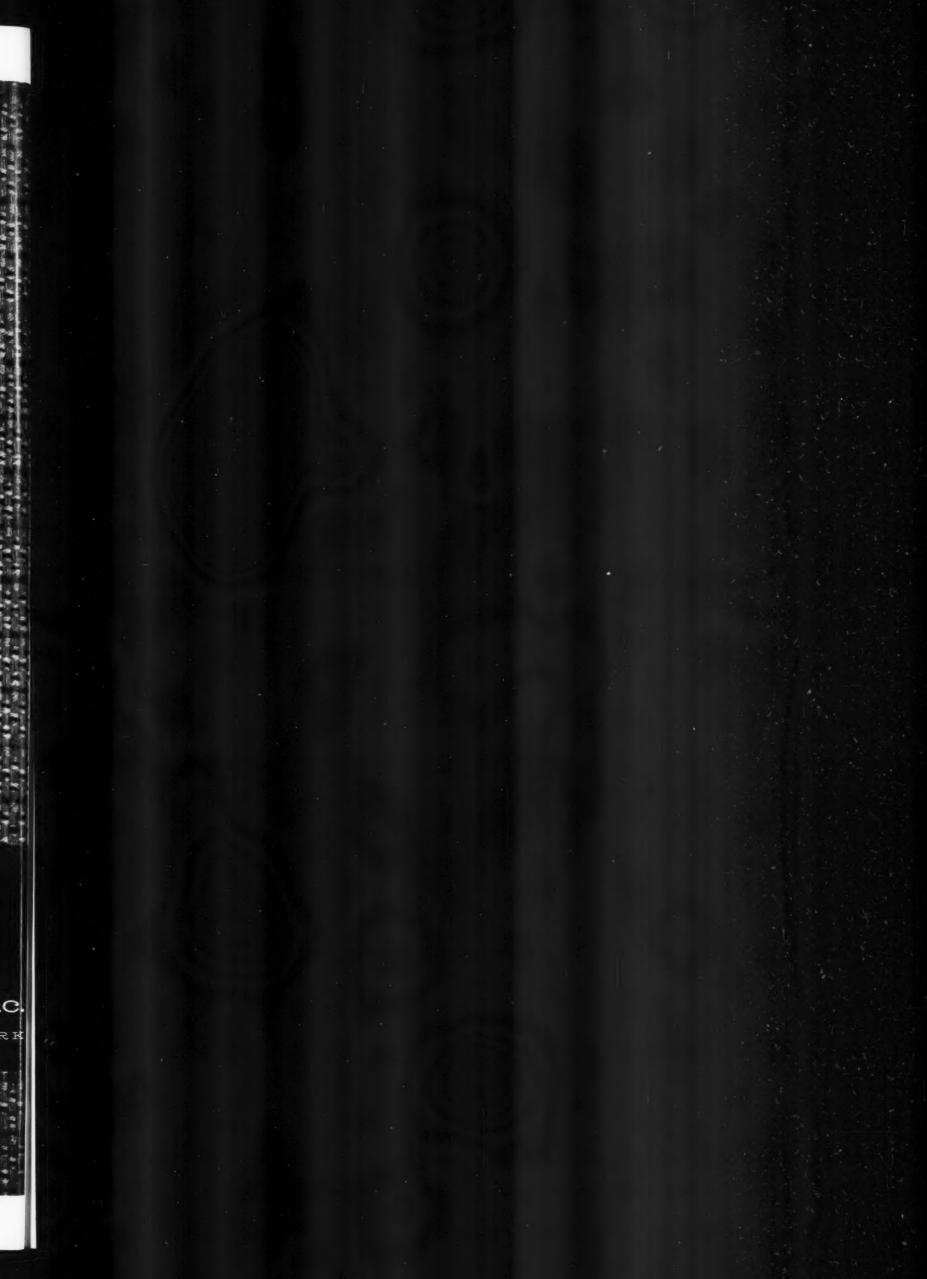
CUSTON DESIGNED FABRIC

The Wooled Land Local Control of the Control of the

It's News... for Fall 1958... Ria Herlinger's new,
Modern plant... which means controlled production
of custom designed fabrics through spinning, dyeing,
weaving, finishing.

Ria Herlinger Fabrics, Inc

1407 BROADWAY NEW YORK 18 NEW YORK

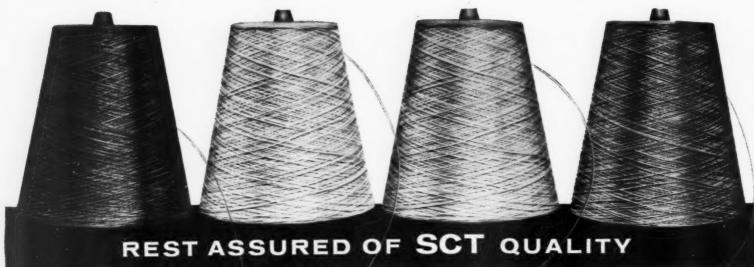








Silk is the enchantment that turns midwinter into springtime. Awaiting you now in America's fine stores is a wealth of new silken fashions for resort and spring, more enchanting silk weaves, more ravishing color, lovelier silk prints, than you—or the world of fashion—have ever known. International Silk Association (U.S.A.)



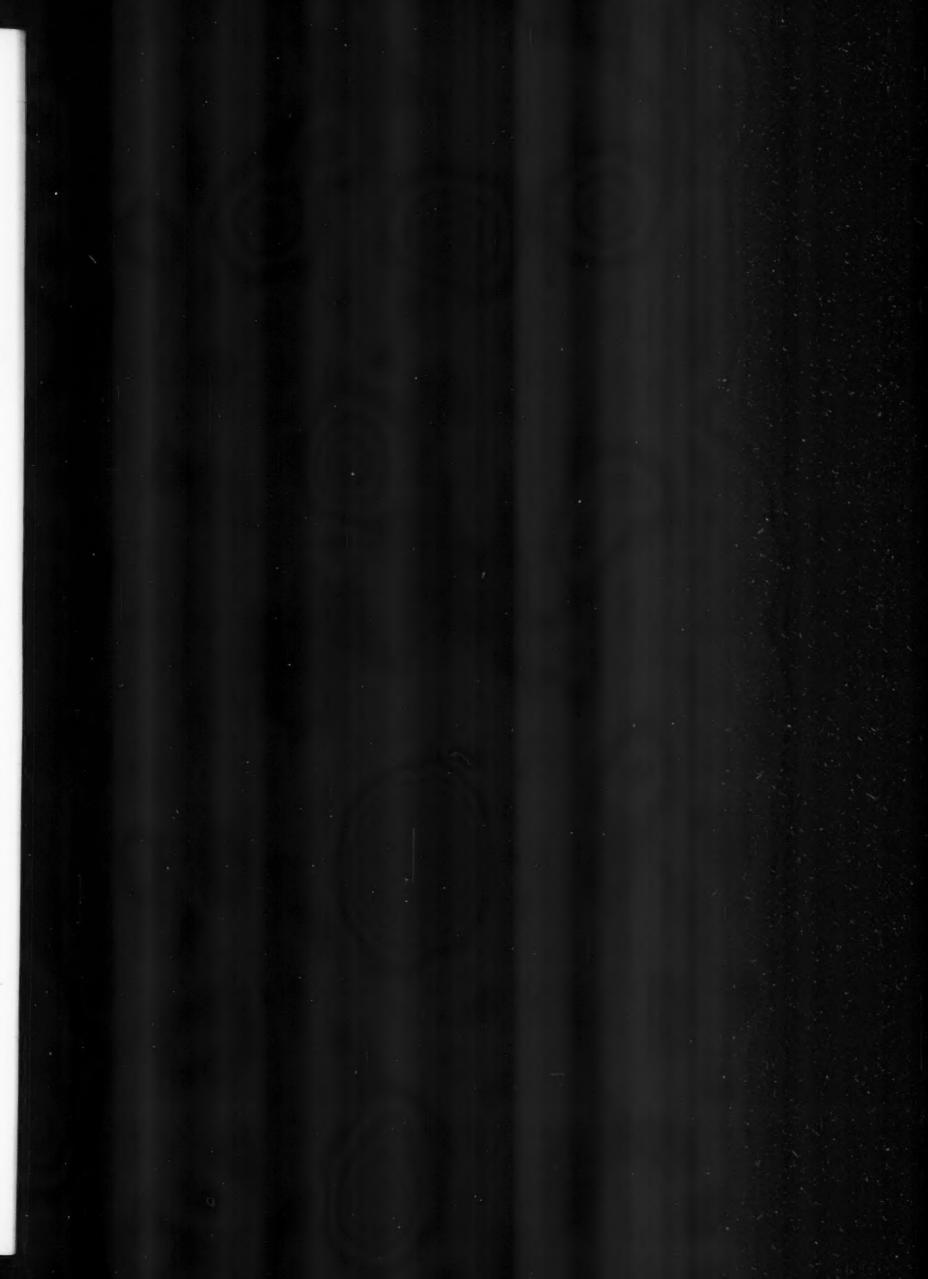
SCT keeps pace with Fashion's changes in colors, degree of lustre and suggested yarn combinations. But through every Fashion cycle the one immovable, unchangeable character of SCT yarns is rigid Quality Control. Tests are exhaustive in every step of spinning, Mercerizing, dyeing or bleaching. The Quality is uniform end to end to give you a beautiful yarn, a super lustrous yarn, a smooth running, trouble-free yarn. Call your SCT representative today for prompt service.

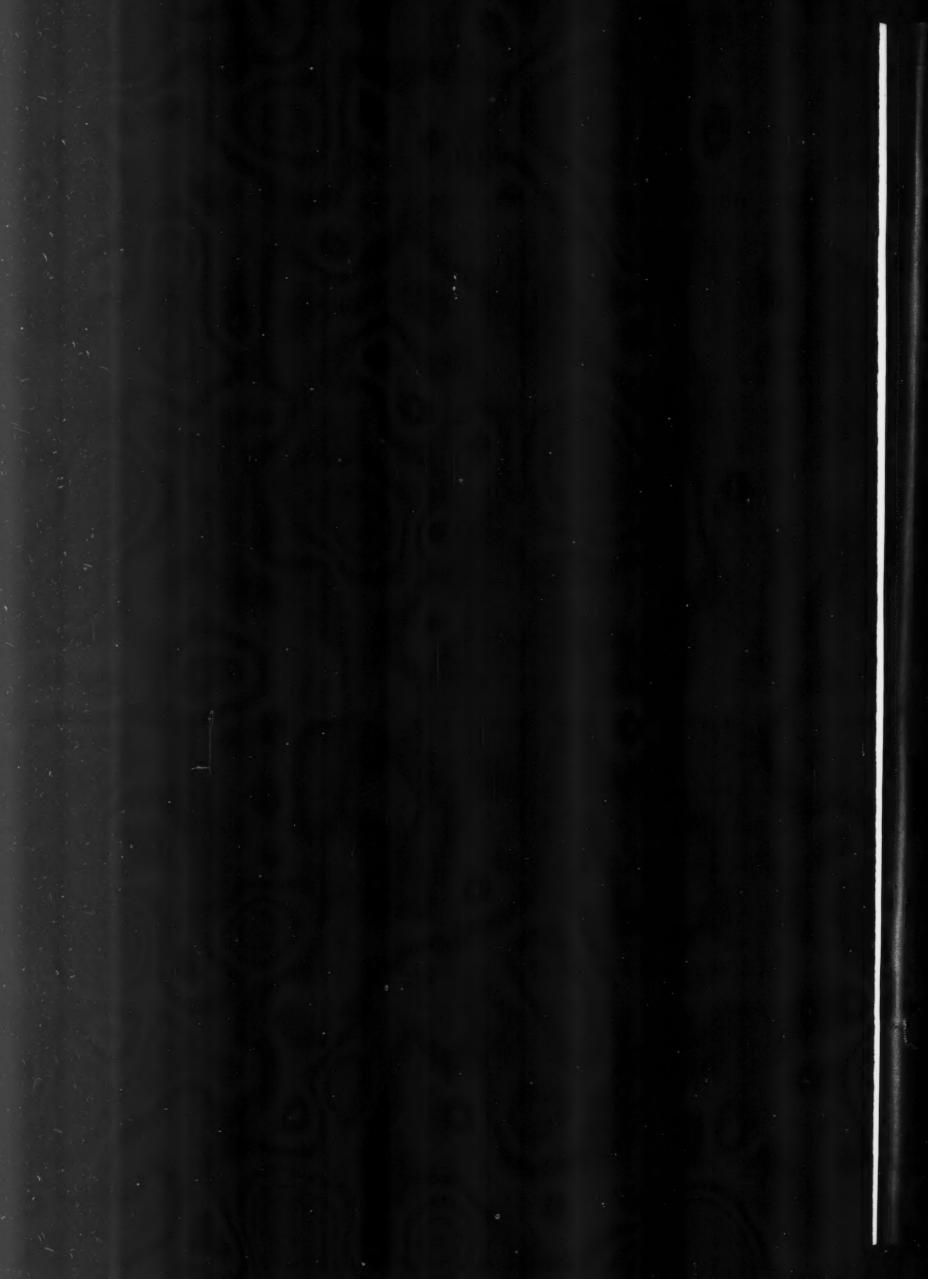
Fashion's Polished Gem of Cotton Weaving Yarns

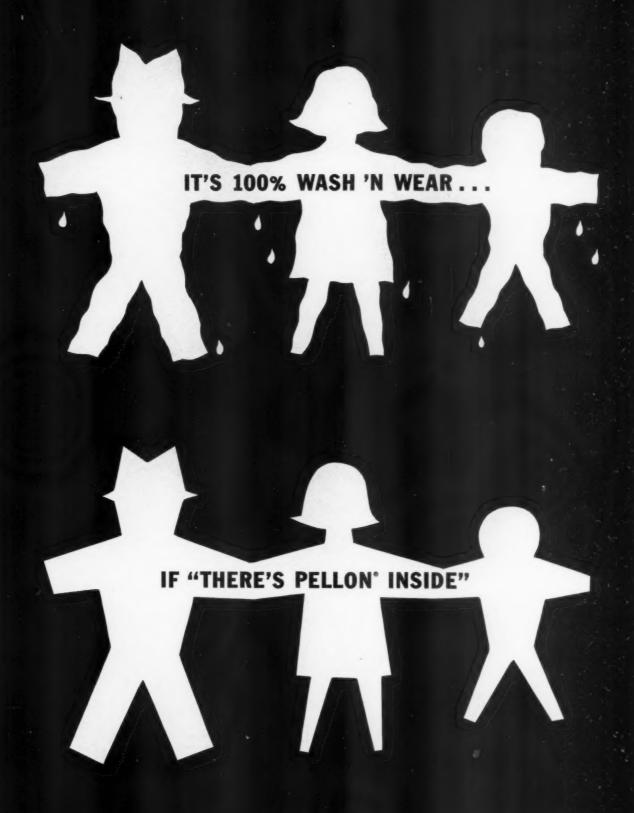


STANDARD-COOSA-THATCHER

CHATTANOOGA 1, TENNESSEE • Empire State Bldg., New York 1, N.Y. • 1737 West Howard St., Chicago 26, III. 2524 N. Broad St., Philadelphia 32, Pa. • Guilford Bldg., Greensboro, N. C. • Reading, Pa. • First Nat'l Bank Bldg., Utica, N. Y. REPRESENTATIVES IN CANADA, CENTRAL AND SOUTH AMERICAN COUNTRIES







Your line is more washable, more wearable, more saleable—when there's PELLON® inside!

Apparel might wash wonderfully = it might dry quickly - but how will it look if it's not ironed? PELLON, the famous family of non-woven inner-construction textiles, helps clothing of every type regain original shape . . . wearing after wearing, washing after washing!

Where there's Pellon inside, it's "wash 'n wear" through and through! Because Pellon's incomparable recovery power actually presses the outer jubrics from within.

Remember, too, that no other inner-construction material can match PELLON's ability to give a garment shape without weight! It's airy, cool, comfortable. PELLON is also fast-drying, shrinkage-compatible and handles like a production man's dream.

And when it comes to promoting "wash'n wear" — PELLON gives your line the powerful sales advantage of a great brand name — the non-woven textile that's a trusted household word with women, who are so influential in the purchase of apparel for men and children too.

There are scores of Pellon types, one exactly right for every apparel need by manufacturer or home-sewer. To learn how pellon can contribute to the performance and promotion power of the products you sell, contact:

PELLON CORP. Empire State Building, New York 1, N.Y.



®Pellon is the reg. trademark of the Pellon Corp. Produced & mfd, under patents exclusively by the Pellon Corp.

Jeanne Camp ell
expresses her new
evening etiquette
in lasting lace of

DU PONT





BELLER THINGS FOR BELLER LIVING THROUGH CHEMIST

Elegance from Sportwhirl ... one more levely example of the new independence that

Du Port modern living fibers add to treasured fabrics. Season after season, Du Port nylon.

Fabrics of enviable beauty that need no pampering.



american fabrics



AN ANALYSIS of the TEXTILE INDUSTRY for EXECUTIVES

The good executive is just about the hardest-boiled individual you ever met. He is subject neither to melancholia when business slides off, nor to boundless glee when the curve goes up. He insists on getting the $\underline{\text{facts}}$; and then proceeds to make his company plans on a factful basis.

When it comes to textiles and soft goods, generalities are a false beacon. Total industry sales might well be up, and one big segment could be suffering badly at the same moment. Total sales could be far off, and still some companies or fibers could be enjoying fat prosperity.

Our Marketing Consultants have made a thorough analysis of the textile and soft goods fields; we give you herewith the <u>facts</u> from which you can chart your own future plans.

In general:

The lack of satisfactory profits during 1957 was the result mainly of inventory disposal, not only at the mill level but among converters, manufacturers and retailers. Overproduction in basic cloths for too many seasons led to a glutted situation; the bigger companies set a policy of inventory-reduction, and the smaller companies took their cue from the leaders.

At the same time that mills cut back on production...a much needed move...they also eased prices to stimulate the movement of goods. As this practice went into greater effect, the psychological effect on their customers was the natural tendency to hold back...to buy a little at a time, and protect against still bigger price reductions.

Now please note this:

At the present moment inventories at all levels are <u>far below what they were early in 1957</u>. The textile industry is approaching the point where there will be long delivery dates and higher prices on desirable goods...and it is our conviction that this situation should shape up <u>at the beginning of the second half of 1958</u>.

Percentages versus Dollars

Businessmen are often swayed by statistical information which gives less than the complete story. It is conceded that, ever since the postwar beginning, soft goods have taken a back seat to durable goods <u>percentagewise</u>. In contrast with merchandise which was not easily available for almost seven years (automobiles, TV sets, appliances) soft goods <u>seemed</u> to be suffering. Actually, the figures show a picture not at all gloomy:

- —in the third quarter of 1957 consumers spent at the annual rate of 23.1 billions of dollars for apparel and shoes (a new high)
- —department stores, the major distributors of soft goods gained 1% in total sales during 1957 over 1956
- —in the first 9 months of 1957 apparel <u>manufacturers</u> reported sales of 6.84 billion dollars, a <u>gain</u> over 1956
- —total <u>dollar</u> sales in textiles reached a mark of about 13 billions; off about 6% from 1956 (mainly because of price-easing) but not to be sneered at.

Intra-Industry Competition

Were this country still in its early productive years, limiting its operation to the natural fibers of cotton, wool and silk, textiles would be a much smaller industry...and probably a more stable one.

However, the rapidly accelerating growth of the manmade or synthetic fibers and their accompanying blends have upped the allover dollar business in textiles...and at the same time

(Please turn page)

created price competition which tended to reduce the profit margin.

The battle of the fibers is not sharply drawn only between the natural and manmade fibers. There is a constant battle for position within the field of chemical fibers; the cellulose fibers lost ground to the polyesters, and they in turn had to give up part of their market to the polyamides.

In some cases certain fibers had to find their own market, and stay within it. (For instance, the newer high-tenacity rayons are making strong headway in the auto tire field). While these changes and movements are going on, the individual textileman, or his customer, must be a good broken-field runner, ready to pivot and swing to gain ground.

Shortage Amid Plenty

Anachronistically, in the midst of a glut of low-count goods there is an acute shortage in finer cottons. This prevails not only here but abroad. Domestically, of course, the Government program of price supports makes it more attractive for the cotton farmer to devote his acreage to short-staple cotton. Attempts are being made to gain support for a program which will encourage the growing of more long-staple cotton, but this cannot be counted upon as a reality for some time to come.

The Wool Picture is Bright

Several factors are working for the woolen segment of the textile industry. Price reductions in the past year helped to bring woolen fabrics closer to many more people. Inventories of raw wool were substantially reduced by price adjustment; at the same time, the drought in Australia greatly reduced the new wool crop. Thus while these factors lend strength at home, the easing in foreign exchange problems for some countries (which built up world demand for wool) are expected to lend strength from abroad.

World wool prices are therefore expected to remain firm, and so should our home prices. Just as the weakness of the world wool market last year, supplemented by the Commodity Credit Corporation's difficulty in moving stocks, adversely affected the sales and profits of the American woolen market, the trend is expected to reverse in 1958.

While it is expected that the supply of raw wool from all countries should approximate 2,925,000 clean pounds this year against 2,884,000 clean pounds a year ago, the foregoing favorable factors in foreign demand as well as price-easement hold the possibility of a relative shortage during this year.

The lower wool prices now prevailing should help this fiber to hold its present market, and possibly to recapture some of the field it lost to manmade fibers in recent years. Furthermore,

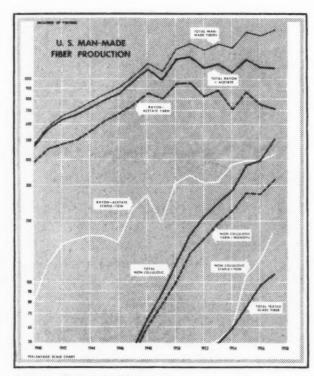
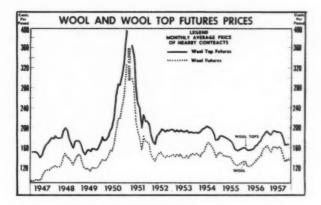


Chart-Textile Organon

In terms of millions of pounds, the chart above indicates that while the non-cellulosic fibers are climbing rapidly, the original manmade fibers in toto are still holding close to peak levels.



Greater stability and probably improved price structure are looked forward to in coming months. Basic factors: lower prices restimulated demand for wool; eased currency exchange problems in foreign countries improved buying incentive.

the technology of the wool industry has not been totally asleep; right now experimental work has proved the efficiency of a permanent creasing process which will remove one of the serious objections to soft woolens.

Some of the other technological advantages which are already faits accompli are shrink-proofing, mildewproofing and moth-resistance; these are advertising assets which only the manmade fiber companies could promote up to recently, but now they can be used just as effectively by the woolen people.

Insofar as short term projections can be soundly drawn, it appears that the $\underline{\text{price structure of }}$ $\underline{\text{wool will remain where it is}}$ or dip slightly; at the same time, no one must rule out the fact that fashion demands and world supply situations can easily swing prices up at various times.

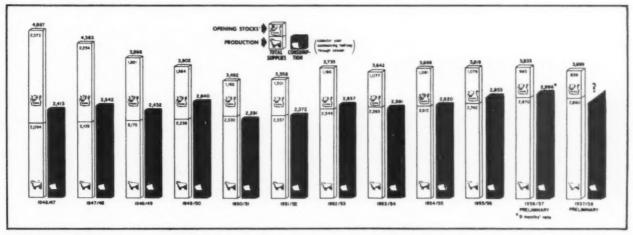
The main thing for those in the woolen field to remember is that alertness and progressive merchandising and promotion will be needed not only to hold fast to the current salescurve but to push it upward. It is most likely that the sales trend in woolens will parallel the progress of the national economy; beginning with mid-1958 the outlook appears brighter.

The Problem of Over-Production

This has been the curse of the textile industry, with the exception of the war years, since the middle 1920s. At that time mills learned that not markup but poundage-per-spindle was the main factor in determining profit. Therefore, they reasoned, by working at top production

(continued)

WORLD SUPPLY-DEMAND POSITION OF WOOL IN MILLIONS OF POUNDS



While world supply is slightly diminishing, demand for wool is slowly ascending. Gener-

ally the outlook is for a brighter price picture in the coming year.

SQUICE COMMONWENTH ECONOMIC COMMITTEE PREPARED BY THE WIGGE BUREAU, PK

10-YEAR FLUCTUATION IN CONSUMPTION AND PRICE OF UPLAND COTTON

Year	Price Paid to Farmers(¢)	Total Consumption (millions of lbs.)	Consumption per capita
1947	31.92	4,665.6	32.4
1948	30.38	4,463.5	30.4
1949	28.57	3,839.1	25.7
1950	39.90	4,682.7	30.9
1951	37.69	4,868.6	31.5
1952	34.17	4,470.9	28.5
1953	32.10	4,456.1	27.9
1954	33.52	4,127.3	25.4
1955	32.27	4,382.4	26.5
1956	31.23	4,368.2	26.0

(continued)

schedule every day in the year they could afford to bring down the price-per-yard of a 144x76 shirting, for example, and still make a great deal of money in the end. The theory was sound; but in practice, when <u>all</u> mills started to churn out full capacity of 144x76s, there was just too much goods around to support any fair price structure. The same situation, unfortunately, held true in all staple cloths; and with fibers as soon as they were easily available.

While the national economy, plus the rapid growth in population, could absorb much or even all of this huge production for a certain length of time, two factors ultimately came into play:

- Consumer interest in durable goods rose and this automatically reduced purchases
 of soft goods.
- 2. The public became bored with seeing the same tired fabrics year after year.

It is encouraging to note that the main producers at the mill level are committed to a continuation of limits-within-reason production. It is even better that, in our conversations and workings with top textile companies, we find them pressing toward newer and more intriguing forms of textiles.

The leading companies among the producers of manmade fibers jointly went on a 5-day week in September 1956. By keeping down the flow of these fibers into the markets, they have caused a substantial firming of prices; in some instances, the price structure has been slightly raised over a year ago. In contrast, cotton print cloths (80-squares) quoted at 18% per yard a year ago, by the end of the year dropped down to 17%.

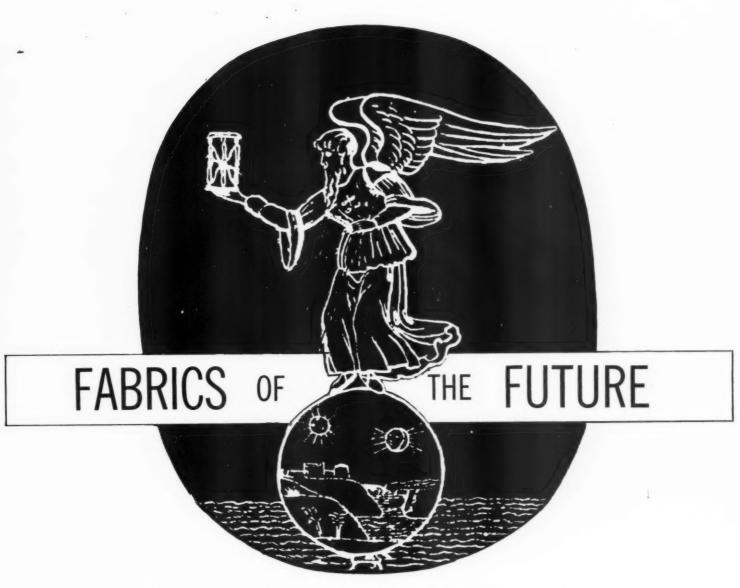
More People To Sell To

Barring another disastrous world war, the United States Government predicts that by 1970 we will have a population of about 220,000,000 men, women and babies in this country. This represents an additional buying public of better than 50,000,000 consumers. It means more fabrics for apparel, more textiles for homes, and more fabrics for industrial needs.

Merely to sit back and bank on these 50,000,000 added customers to put a textile company back into the black is wrong; that company may not be around by 1970. But the company which puts its production, its merchandising and selling into fighting shape now will make good profits from now till 1970...and should make enormous sums from that time onward. — W.C.S.



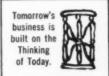




The future development in any industry be it steel, dynamics or textiles . . .

is dependent on the brainpower directed toward devising new products and better ways to use the established. The purest form of Creative Thinking must stem from the Development Executives whose sole aim is to bring forth something new and saleable for the years ahead.

As a new editorial feature, in this issue of AMERICAN FABRICS we begin a series of feature articles delineating the little-known workings of the great fiber companies in the creation of new fibers and new end uses. While the fabrics shown in the next pages are specifically the result of excellent teamwork between Chemstrand (Acrilan Fiber) and top thinking mills, in subsequent issues henceforth you will be given the opportunity to crystal-ball the fabric trends of (Please turn page)





FABRICS of the FUTURE

the future, as exemplified by other major fiber and fabric producers.

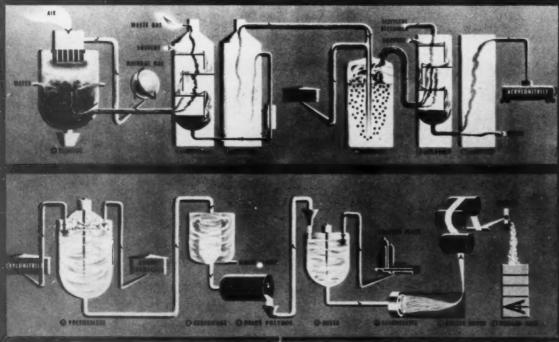
May we suggest that you set up a special file of these previews, together with a reminder system which will remind you and your associates regularly to watch the progress of these new developments? In this way you will be able to stay abreast the new trends when they are on the way up. — THE BOARD OF EDITORS

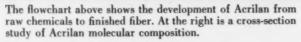
The fabrics shown in these pages are the result of research and development work done teamwise between Acrilan and some of its alert customers. Unlike Minerva, they did not spring full grown from someone's brow; they are the aftermath of many problems, many complexities, many heartbreaks and . . . finally . . . success. These fabrics are not intended to indicate the end of Acrilan development, or even the limit to which Acrilan has succeeded. Many additional types of fabric have already proved practicable, and merit a visit to the company's development offices. Still more are in various stages of experimentation; some will die, others will blossom to become a success with the consumer.

Within the chemical being of any fiber are certain characteristics. It is the work of the development personnel first to determine what they are; second, wherein they differ from other fibers; third, how these assets may be cashed in best. In the case of Acrilan, certain advantages exist; it can be manufactured in all deniers from two to fifteen, which contributes versatility in hand and durability; it blends well with

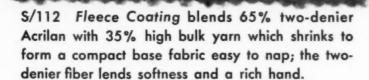
every other natural and chemical fiber; variations in luster and feel can be made to change from soft to rugged and from sheer to crisp in order to meet a market.

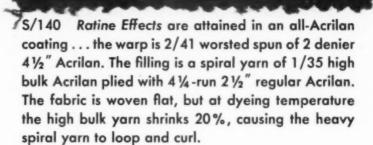
Acrilan is light in weight, so that bulk may be attained with less weight than if other fibers were used. It can be woven in a tight construction; but in a porous lightweight, the fabric breathes. With foreknowledge of this great versatility, the Acrilan development division has set out to pre-engineer finished fabrics utilizing the various characteristics. They worked closely with visionary mills; the current result is that fabrics such as those shown in these pages will be ready for general viewing and consumer purchasing in the nearby future. At this moment virtually the only finished samples are those swatched in this issue. They are indicative purely of the directional thinking which prevails at Chemstrand, as well as at the other major fiber companies. The feeling persists generally that the horizon for chemical fibers, whether alone or in blends, is still far beyond the human ken. It would be well worth your time to keep abreast these coming developments . . . for better business tomorrow.









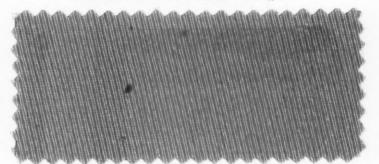


FABRIC OF THE FUTURE ... #3



Luxurious Knit Fabric shows another facet of Acrilan versatility. This is all-Acrilan jersey, piece dyed to this combination. The black is put on the regular Acrilan fiber; the red is put on Acrilan-16 fiber. The heather effect is obtained by blending 80% regular Acrilan with 20% Acrilan-16.

FABRIC OF THE FUTURE . . . #4



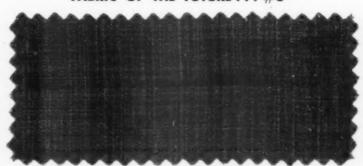
S/104 All Twill blends 80% Acrilan with 20% in a carded yarn; fights off muss wrinkling, retains creases and pleats, has Wash and Wear features. Loomed into cavalry twill and others popular in sportswear and children's wear.

FABRIC OF THE FUTURE . . . #5



S/095 Lustrous Broadcloths usually imported at high prices can be inexpensively reproduced with a warp of 2/50 worsted yarn and 5¼-run Acrilan of the high bulk blend. This results in a 10½-ounce broadcloth which will find it place in women's suits, skirts and sportswear.

FABRIC OF THE FUTURE ... #6



An extremely Lightweight Cloth suitable to both men's and women's apparel needs, weighs only 5% ounces. It is made with 70% Acrilan and 30% wool; offers good pleatability, is easy to needle, and has wrinkle-shedding properties. Takes to union dyeing or cross dyeing; great styling possibilities.

FABRIC OF THE FUTURE ... #7



8-Denier Suiting weds Acrilan with rayon and achieves a suiting fabric with the glitter of mohair, the crispness and resilience usually associated with that natural fiber. Holds creases and pleats well, lends itself to Wash and Wear promotion.

FABRIC OF THE FUTURE . . . #8



Marquesa Dress Fabric comprised of 70% Acrilan and 30% viscose. The result is a cloth with an impressively rich, full hand. Some of its other features are pleat retention, wrinkle-shedding and a wonderful ease-of-care which will appeal to the consumer.



FABRICS of the FUTURE

The amalgam of Chemistry and Imagination has produced these fabrics for the future.

Countless variations are possible, almost unlimited except by willingness to try new ideas and find new ways to use the old.

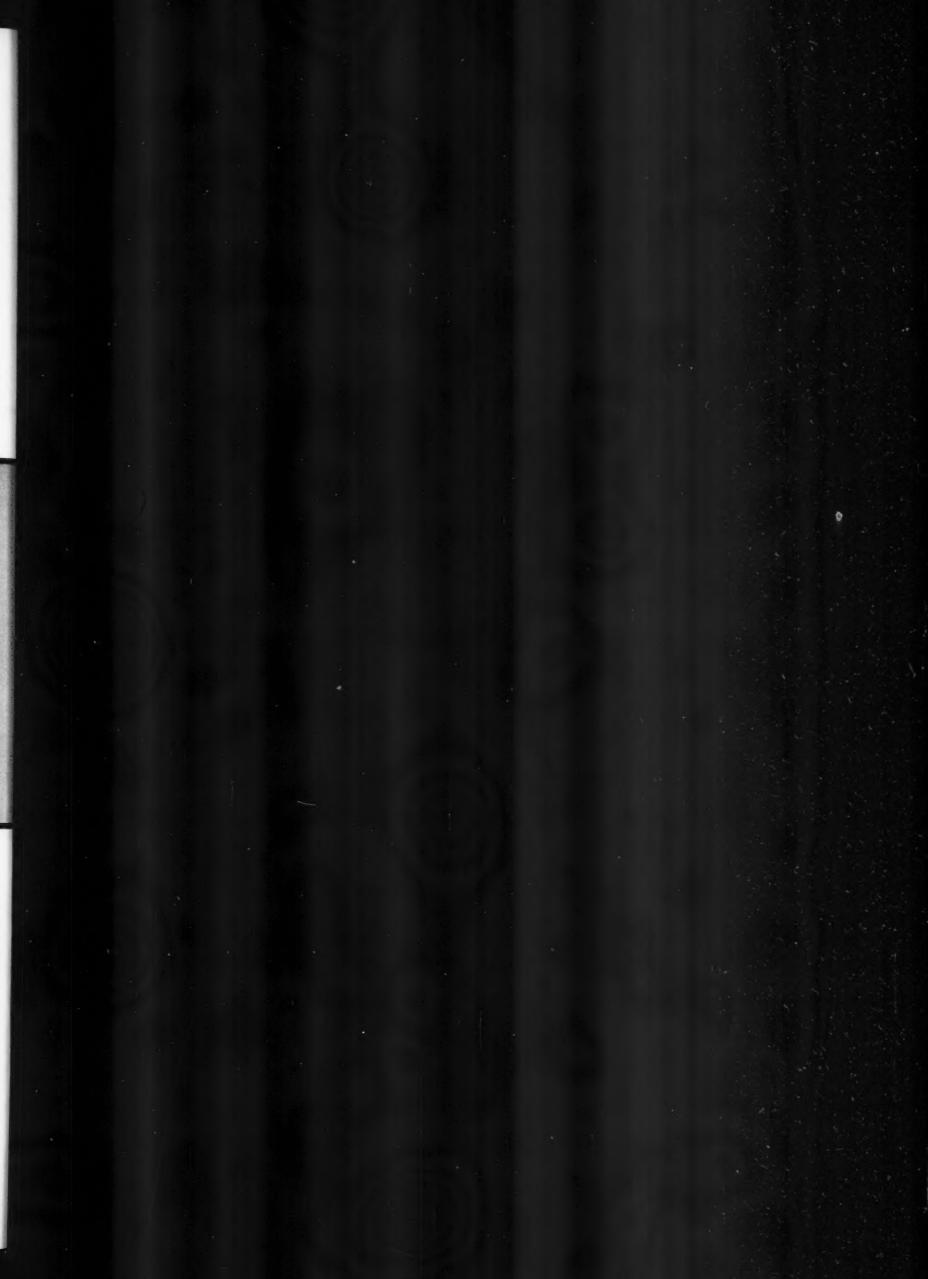
FABRIC OF THE FUTURE ... #9

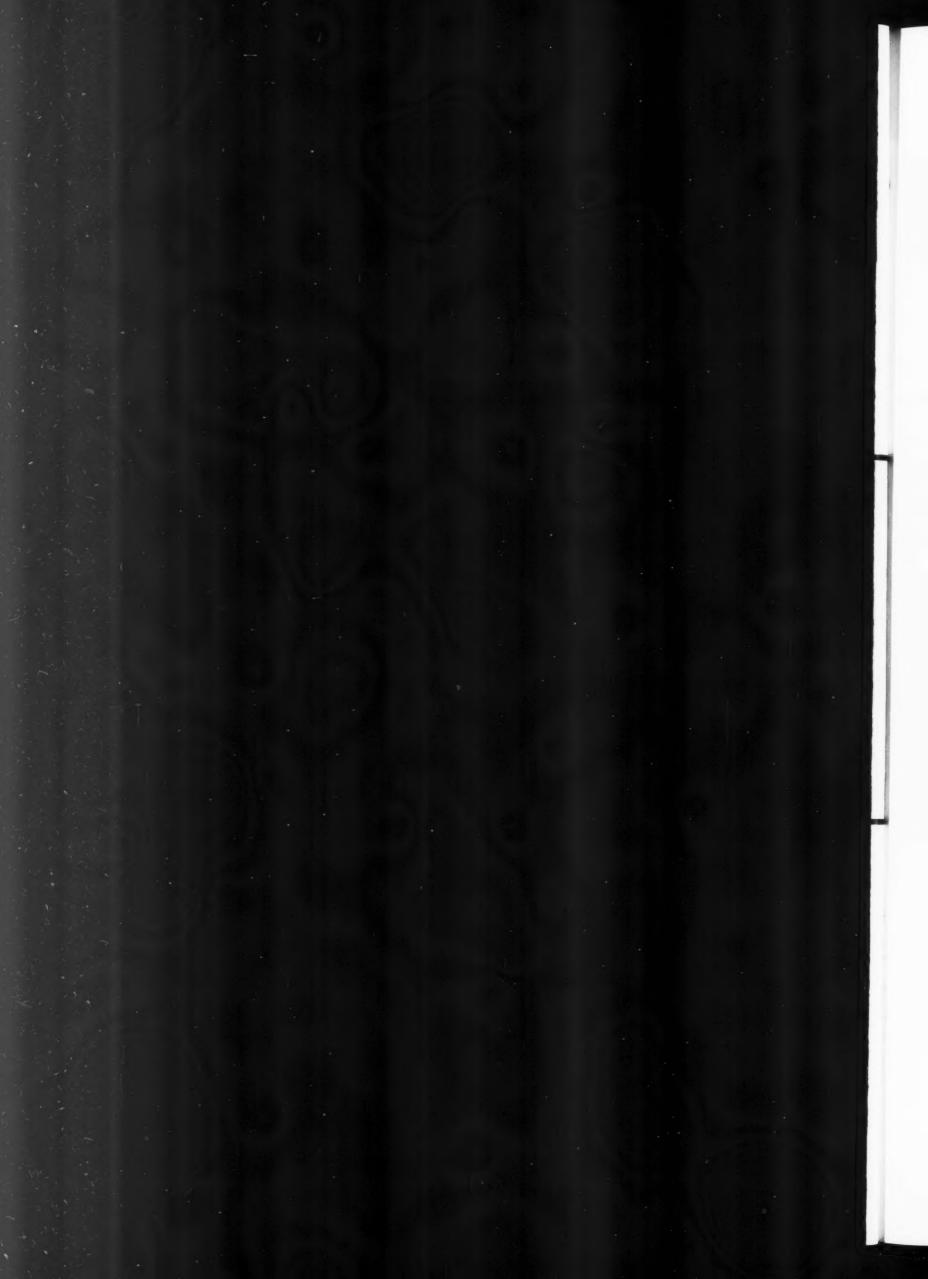


S/128 Needlepoint Coating simulates rough-andready Shetland wool with its customary crisp, almost harsh hand. This fabric blends 60% of eight-denier Acrilan with 40% of New Zealand wool. FABRIC OF THE FUTURE ... #10



A practical new Acrilan and Wool Suiting meets the mill man's search because of Acrilan's natural affinity for natural fibers. By varying blends of Acrilan and wool, different weight suitings can be achieved . . . important since the trend is to lighter fabrics.



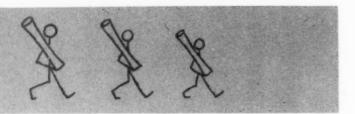




Detail of Crane by Mu-ch'i - 16th Century

TOTAL MARKETING CONTROL...

Now that more importance is being given to the marketing of textile products, broader and deeper dimensions must be given to textile "Merchandising." A new term fuller understanding are needed.



THE CONCEPT

Moving textile products from mill to final user, including the development and introduction of new or improved products, are functions that have been called by many names in our industry—principally "merchandising" or "selling." Recently a number of leading textile firms have preferred to use the term marketing and have appointed marketing managers or vice-presidents of marketing.

In giving greater recognition to the importance of marketing, our industry needs a broader concept such as is inherent in the term *Total Marketing Control*. Within the concept are at least six components, all of which should be under the responsibility of a single head at the executive level. These will be discussed in the next two columns.

Total marketing control is a means of putting into action the fundamental belief that a manufacturing business should operate to make and sell a product at an acceptable profit; but it goes further and implies that marketing should be the governing factor. Too often the controlling basis for textile concerns has been keeping a plant running or taking business from a competitor. In such cases, neither all of the components of marketing nor all of the bases for marketing control have been thoroughly considered.

Merchandising is a term that has been badly maligned and abused as it is used in textile parlance. Its use far exceeds that appearing in Webster: "Merchandising is to trade or seek to further sales or use of merchandise or services by attractive presentation and publicity." The definition would indicate that merchandising is largely the promotional function, but in actual textile use it can cover any or all of the components of marketing.

A director of a marketing department defines merchandising as a function of deciding what to make, when to make it, how much to make, and what to charge. All of these decisions are among the implied results of a marketing survey. Total marketing control would, of course, include all these things plus providing the background material from which the decisions are made. More important, total marketing control would provide a definite program.

In the accompanying material headed "The Components" and "The Considerations" boxes have been provided to allow the material to serve as a checklist.



The Author

C. W. Bendigo, the author of this article, is manager of the Marketing Department of Werner Textile Consultants, New York, N. Y., Mar-

keting, Management, & Manufacturing consultants to the textile industry. Prior to that he was manager of the Fiber Market Development Department of American Cyanamid Company. He is a former chief Editor of Textile World magazine and had plant operating experience with both Deering, Milliken and Burlington Industries.

THE COMPONENTS

□ Sales. The component of marketing that is best known but most poorly delineated is that of selling, which is very often combined and confused with other functions. Combining it with other responsibilities, such as customer service, is to be expected in all but the largest companies. These functions are closely related and should normally be under the control of one manager, as is shown on the organization chart on the next page. Sales are herein defined as direct selling to buyers to determine the quantities and qualities needed, the delivery, prices, terms and special considerations.

In addition, the sales department is responsible for estimating what it can sell and for recommending production schedules to the marketing manager. He, in turn, correlates this information with that received from the other segments to start the development of the total marketing program.

□ Customer Service. Textile products can often be sold on the basis of the technical service offered. Such service is especially necessary with new products and is well illustrated by the service given by dye-stuff and fiber producers. Unfortunately, spinning, weaving, and knitting concerns frequently ignore the opportunities to back up selling with superior technical assistance to customers. Fiber producers do not pass up such a chance and even extend their assistance to their customers' customers.

The interposition of a "selling house" or converter between a textile mill and its customers often makes it difficult for a mill, converter or selling house to give customers the kind of service that would bind them to suppliers by more than just price, quality and delivery. Despite the prevalence of this situation, the benefits from customer service should not be overlooked as it affords one of the best and most lasting types of marketing aids.

Advertising. Probably no business man denies that advertising has value, and that every textile business needs it in one form or another.

However, the belief in this need is not very strong for the majority of textile manufacturers. In addition to the reasons given for lack of full exploitation of customer service possibilities, advertising is often not utilized because it is ignored when selling (not marketing)

A NEW "Merchandising" CONCEPT

plans are made. The simple truth may be that the function of advertising is not clearly understood. Advertising is often thought of in terms of a national campaign which few textile concerns can afford, whereas an inexpensive, well-planned program coordinated with the other marketing functions will suffice.

The amount of advertising needed will vary enormously from one company to another; it depends not only on the products but on the concept of how they should best be marketed. For some, advertising may be the main basis for marketing control. For others, all that may be needed is a definite understanding of what has to be done and seeing that it is done. A supplier or a customer may well pick up the tab or share in costs. Regardless of the ultimate method chosen, advertising should never be dismissed as a non-essential.

There is no hard-and-fast line between advertising and promotion, which will be listed next. For clarity, advertising will be defined as paid space or time, such as space in publications or time over the air.

Promotion. No product is sold without promotion. The well-dressed or sloppy appearance of a salesman is promotion, so is the decor of an office, the packaging of a product, the tone of correspondence and conversations. Promotion covers a wide field, but more formally is thought of as those things which indirectly assist in the marketing of a product. They do not necessarily say, "Buy me" but they may come close to it. They, along with advertising, help set the stage for the closing of the sale. Promotion and advertising must go even further. They should keep the customer happy with the product, thereby reducing the chance of returns and predisposing him to buy more.

Textile concerns miss many promotional opportunities merely by failing to provide the facilities for cooperation with associations, publications and tie-in campaigns. Good promotion need not be expensive. To be most effective, it should consist of three parts: (1) a planned, coordinated campaign; (2) provisions to act quickly to take advantage of promotional opportunities which cannot be accurately forecast, and (3) a recognition that virtually everything about a company is a form of promotion that should be good.

☐ Market Research. Do not confuse market research with the over-all subject of marketing research. Market research is essentially the study of past, present and potential markets for a product. It defines who buys or will buy what products; where, when and how the product can be sold; what prices and terms; together with the status and probably future of competitive products. For the textile industry, "market research" too often means guessing what fabrics will "take hold" the coming season. There is considerable trust in "a feeling for the market." Competent research by someone who knows the textile industry is far preferable to hunches. When market research proves the hunch right, well and good; confidence is gained. If the hunch can be shown wrong at the start, money can be saved. Textile market research men know that products do not make abrupt changes. Trends are not too difficult to forecast, but their ultimate extent may be unknown except to those thoroughly grounded in the many phases of tex-

Statistical information, on which much of market research is based, is better and more available than ever before but can be misleading unless coupled with a sound survey of current conditions not yet reduced to statistics. More and more, the influence of the larger members in the industry will be felt as they realize that through their marketing programs they can greatly influence their customers as to which fabrics will take hold.

□ Product Development. The American Marketing Association definition of marketing does not necessarily cover product development as a marketing function; but we feel strongly that for the textile industry, product development should be under the marketing department. We refer both to new products and improvements of older ones. Total marketing control will be less effective if it does not have major control over both the development and introduction of new products and improvements.

Often it is preferable to have an independent group responsible for product development so that it can be free from the press of making an immediate profit; but the direction of the group should come from the marketing manager. In addition, he should be a key person in determining if new facilities should be built, a new product added through manufacturing or jobbing, and the replacement or renovation of existing facilities. For example, it probably would not be worthwhile to take any of the foregoing actions if the resulting products could be foreseen to have a short life on the market. A competent marketing manager should certainly be the one best able to forecast the potentialities of product developments.

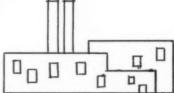
THE CONSIDERATIONS

The following should be given consideration as bases for total marketing control . . .



PLANT

- 1. CAPACITY
- 2. SPECIAL FACILITIES



KNOW-HOW

PATENT PROTECTION TRADEMARKS



SUPERIOR PERSONNEL AND ORGANIZATION

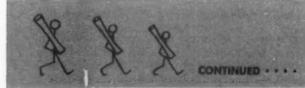
- 1. MANUFACTURING
- 2. SALES, PROMOTION & SERVICE



ACCURATE FORECASTING

COMPLETE OR COMPLEMENT LINE







TOTAL MARKETING CONTROL



THE CONSIDERATIONS

□ Earning a profit is such an overriding consideration as the basis for conducting a business that it may seem redundant to mention it. However, there is little question that top dollar profits are not found in many branches of the textile industry. So there must be valid reasons which mitigate top profits.

While textile marketing may follow the general principles of marketing per se, in actual practice it is greatly dependent upon a thorough knowledge of textile manufacturing and trade technology, including terminology. Many a "sales manager" who had been successful in another field has come a cropper in textiles, because of this background lack. When profit is the only consideration, more funds and flexibility are needed than are usually found; and the net results may well include branching into other fields such as has been done by Textron.

Manufacturing facilities play a vital role in most textile organizations due to a simple historical reason. Many textile plants were built originally to produce particular products without full consideration of the marketing potential aspects. This was left up to "selling houses," converters and others. Textile mills, being more highly specialized than most persons outside the industry realize, have created a strength for keeping costs down but at the same time have compounded the difficulty of adjusting to and creating consumer demand.

difficulty of adjusting to and creating consumer demand. Keeping a plant running to capacity is of paramount importance because of small profit margins and high fixed costs. Both the mill operators and these persons selling on a percentage basis create added pressures to achieve the highest production possible. Under total marketing control, need for high output would be fully considered and better correlated with what could best be manufactured and sold profitably. During the Great Depression, Burlington Mills showed dramatically how accurate market forecasting and flexible manufacturing can succeed even during adverse times.

The specialization that is now the pattern of the U. S. textile industry brings up an important factor influencing textile marketing. It is not likely that a marketing manager would overlook such unique facilities as Turbo high-bulk and pile-knitting machines, but he might easily overestimate their lasting importance or fail to take full advantage of their potential profits in terms of whatever market research indicates lies ahead.

Know-how and patent protection are closely akin to having special facilities. Exclusive know-how is, unfortunately, usually of short duration. And in an industry as old as textiles, patent protection is not widespread. Both of these factors, wherever they may exist, should be major considerations in a marketing program. Patent protection plus a trademark is an ideal combination and can be developed into an enormous marketing advantage — as exemplified by the Sanforized label and Millium tag.

☐ Trademark protection alone can be helpful or very dangerous, since its greatest benefit can accrue only when intelligently exploited under total marketing control. Too often trademarks are prostituted by one group, say salesmen, and offset the efforts of another, say the advertising agency (or vice versa).

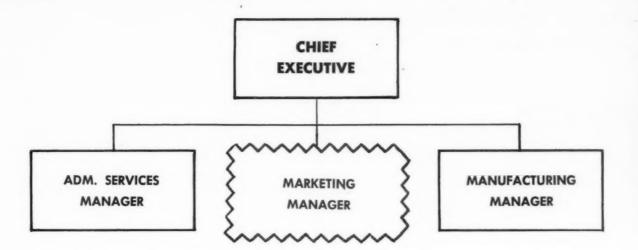
Fiber, yarn and fabric trademarks are in especially vulnerable positions because they can be ruined by customers who buy the rights to the names with their purchases. In addition, the burden of promotion of these trademarks is often left to the owners. The considerations of trademarks are among the most knotty facing the marketing manager.

TH

- ☐ Superior personnel or a superior team in one department should be exploited to the utmost. Too often such advantages are ignored or not fully utilized, in order to avoid charges of favoritism or to keep compensation from "getting out of line." Unless recognized and properly rewarded, sooner or later any such human advantage is sure to be irrevocably lost.
- □ Accurate forecasting can result from superior personnel, and facilities such as up-to-date statistics and market information. Princeton Knitting, apparently, did an outstanding job in this direction in forecasting the potentialities in man-made furs. Product development and proper promotion were well coordinated in a marketing program, and an important point enabled these potentialities to materialize.

Unfortunately, this illustration is not indicative of a wide-spread practice. The reason is often the substitution of faith, hope and clairvoyance for the seemingly prosaic gathering and analyses of market information. Another reason may be because market forecasters who are not intimately acquainted with the complexities of the textile industry fail to understand the great interplay within it, and miss the nuances of style trends.

□ A complete line is considered an essential for success in textile marketing, and usually results in some items becoming more profitable than others. To develop a complete line requires the use of all components of a marketing organization, correlated with accurate cost information from the mills.



MARKETING
IN THE
COMPANY
ORGANIZATION

A complete line is justified upon the belief that some items are necessary in order to sell other, more profitable ones. A complementary line is one that can be sold along with the "regular" line with a less-than-proportionate increase in selling cost. For example, by selling rug pads with rugs, the complementary line aids materially in selling the principal product.

Complementary lines need not necessarily be manufactured by the primary textile company. Some marketing, such as that by textile supply concerns, is established upon the concept of bringing together complementary lines in order to round out a complete service.

THE MARKETING ORGANIZATION

An idealized marketing organization appears at the top of the preceding page. It shows the departments that would report to a marketing manager or a vice president of marketing. The title is not so important as is the coordinating of the named components under one head.

For the textile industry, direct selling and sales service must be closely integrated. Accordingly, they are shown as one department. Some other industries, for example the chemical, may prefer to separate technical service from selling. Such a separation certainly would not be recommended by anyone intimately acquainted with the textile industry. Successful sales very often depend on technical assistance, especially for fiber producers. In general, textile organizations other than fiber producers provide but little service to their customers. Much of this is because the manufacturing plants do not know who the buyers are and have, frequently, only a vague idea as to their products' end uses. Outstanding exceptions are found in mills producing industrial textiles or automotive fabrics. Under the concept of total marketing control customer needs would be well recognized and better served.

Advertising and promotion are also grouped together. Such a grouping permits the two types of programs to be closely coordinated. While there are areas in which the two must be kept separated, such as placing advertising and working with editorial staffs, there is much more need for association than separation. Distribution of advertising reprints and advertising hangtags, booklets, etc., all call for close coordination.

The coupling of product improvement and development of new products, as shown, does not tell the whole story. This department must also work closely with research not only from within the company if research exists, but research by outside firms as well, such as the USDA regional laboratories, the textile associations, suppliers and even competitors.

No great sums of money should be spent on product development without the approval of the marketing manager, who would make a decision based on market research and a thorough study of all resulting factors.

THE OVERALL ORGANIZATION

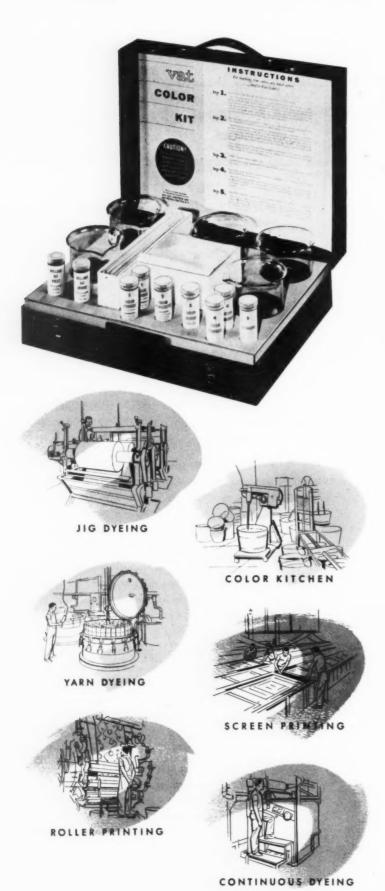
The marketing department is purposely shown above in a central position in relation to the other company functions. That the marketing manager should report directly to the chief executive should be obvious from his functions as outlined herein.

The administration services functions may require a little amplification. They would include financing, legal assistance, personnel relations, payroll, accounting, credit and billing, and similar functions such as in the field of taxes. But customer service should not be included, for reasons already given.

The organization shown would indicate that the executive committee, by whatever name it is called, would consist of the top executive, the marketing manager, a representative for manufacturing, and someone representing services (probably financing, such as the company treasurer). This group would agree on marketing policy and coordinate it with the other company staff and line functions.

The actual marketing organization cannot be set up correctly without considering the company as a whole as well as all of the functions and bases given for the marketing department. Some aspects are much more important than others; for each concern one will probably dominate. Both the organization and its functions will be colored by the personnel on hand or available. But most important is a competent study of the individual company, its surroundings and circumstances. The more objective such a study the better, but it must be made with an understanding of the complexities of the many ramifications of the industry, including manufacturing.

COLOR FASTNESS IS AN ESSENTIAL IN MODERN TEXTILE PRODUCTS



Probably the first question the consumer asks today when purchasing a textile product is: are the colors fast? This pertains when she is buying a dress for herself, a shirt for her husband, a pair of kitchen curtains or tiny toddler dresses. What she wants, and what she is entitled to for her money, is assurance that whether the article will be subjected to hot detergent or the hot sun, the original colors will stay bright and clear for the normal life of the merchandise.

In the determination of a fabric's finish lies the hidden trap for the unwary. Here is where, by scraping a bit off the price, colors of less-than-complete-satisfaction can be slid into a fabric lot; and the price can be cut. Ultimately, of course, someone trades the saving for a loss. Most interesting is the educational work which has recently been inaugurated by the Vat Dye Institute, to bring an accurate understanding of fast colors to the younger generation; these are the youngsters who will be our next generation buyers. The calibre of the chemical companies enlisted in this educational move is of the very finest: Allied Chemical, American Cyanamid, Dow, DuPont and their type, numbering 13 of the country's top dye stuff makers.

The color-testing kit, classroom-tested, is shown here. It was designed by the Institute as an all-in-one series of packaged lessons for student participation. It is given to schools all over the country.

In a green case about the size of a weekend bag, the color kit includes all the necessary chemicals, beakers, glass rods, tweezers and white handkerchiefs to teach to future homemakers the chemical reactions which give vat dyed fabrics their maximum colorfastness. With precise instructions, it is possible to demonstrate now in the classroom the five important and basic steps of vat dyeing — each one of which actually takes place on a more complicated scale in the textile dyeing and printing mills where millions of yards of fabrics are vat colored each year for piece goods, home furnishings and ready-to-wear.

To cover thoroughly the colorfast lessons, a complete laundry lesson plan written by Dr. Esther McCabe of the Home and Family Life Department of Columbia University in New York, is included in the kit. Completely re-usable (only chemicals and fabric, or handkerchiefs have to be replaced) the kit is most practical and something a number of Home Economics Departments have been looking for for years.

The Vat Dye Institute members designed the first-of-its-kind color kit on the theory that students remember 10% of what they read, 20% of what they hear, 30% of what they see — and 90% of what they do themselves!



NEW FINISH PUTS THE FINGER ON THE TWO ODOR-FORMING BACTERIA

New Cyana Finish Takes Anti-Perspirants and Deodorants From the Dressing Table to the Clothes Closet

One of the corollary benefits of American Cyanamid's new Cyana finish may be that some tasteless TV commercials about anti-perspirants may disappear together with their sponsors. Tests of all types, made in Army field hospitals as well as in the laboratory, prove that Cyana is not only an effective, but a most durable chemical finish which makes it absolutely impossible for both major types of odor-forming bacteria to thrive on fabrics next to the skin.

Perspiration odor emanates when these two types of bacteria die; as they decay, the admixture with perspiration dampness and body heat causes the odor. Working back from this conclusion the chemists in the textile resin research division of American Cyanamid came to the conclusion that the way to stop body perspiration-odor on apparel was to prevent bacteria from ever living on the fabrics. After years of trying and testing, the research team finally came up with the formula for a chemical which has these benefits:

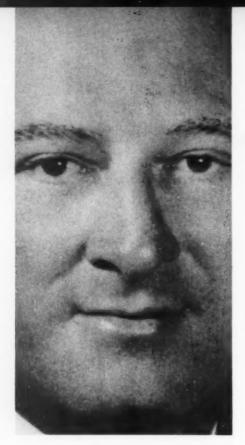
 It is effective against both gram-positive and gram-negative bacteria, the major culprits in the case.

- 2. The finish is durable, and not easy to wash out or dryclean out of the cloth.
- It is inexpensive, not only in the cost of the chemical but in the application.
- The finish in no way affects either the appearance or the hand of the fabric.
- 5. And it is non-irritating to the skin.

Tests with cotton have withstood 50 washings; cottons and rayons have held the finish, in full effectiveness, through 25 dry cleanings . . . which means for the wearing-life of the average garment. It is applicable in many fields: lingerie, underwear, sleepwear, sports and dress shirts, blouses, dresses, hosiery, bras and foundations . . . in short, in every type of apparel (or home furnishings) which comes in contact with the human body.

This is not the first attempt by the chemists to whip the problem of stymying body-perspiration odor. However, it is the first which has *proved* itself to be so effective, and to retain its virility for the life of a textile product.





VISION NERVE PROGRESS





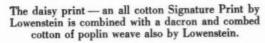
How a Women's Sportswear Manufacturer Turned His Established Business Completely Around . . . and Gained

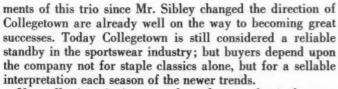
Traditional among thousands of good retailers was the esteem they held for Collegetown Sports wear as a profitable source for collegiate-type classic sportswear. Year by year the company made advances in sales and profits. But George Sibley, owner of the business, looked around . . . and ahead. He observed the phenomenon which was leaving its mark in apparel as well as in automobiles: the trend toward more casual living, which foretold a necessary change in the type of clothes women would want.

Known as a conservative-type house, restricting itself mainly to classics for the young woman of sixteen to twenty-five, Collegetown decided to change direction. After all, Mr. Sibley reasoned, a potential market of sixty million females is much better than a market of three; all we have to do is determine what type of sportswear the average woman will want, in what types of fabrics, bring in the kind of people who believe in what we want to accomplish... and then work at it.

Convinced in his own mind that he was steering the right course, Mr. Sibley cast about until he found the two people he knew were right for the job: Tom Drew as the designer, Elizabeth Grant as Fashion Coordinator. These people were selected because they had proved, in previous assignments, that they had a real understanding of consumer wants and desires; they had a knowledge of fabrics in depth, an awareness of moving trends, and the vision to see out to the horizon. The achieve-







Naturally, in swinging away from the true classic the company had to veer toward other pastures for the types of fabrics which would be suitable. In some cases the old fabric sources also had cloths adaptable to the new ideas; in other instances Collegetown had to do business with companies never on their books. Tom Drew and Elizabeth Grant plied their way up and down the pavements and elevators, finding new cloths, new yarns, new finishes . . . interested in only the new.

The backgrounds of these individuals, and their past accomplishments, tell you why they have been able to do so much in so short a time in the conversion of Collegetown:

TOM DREW: went from the Army to Vera Maxwell as a sketcher; moved over to Jonathan Logan as sportswear designer. Married to a pretty girl, his objective in designing is to help make every woman attractive. Has always designed the clothes his wife wears; now designs for his two young daughters. When he started at Collegetown he found no difficulty in satisfying store buyers; but the company's salesmen were skeptical about the change. Of course this changed to mounting enthusiasm as they found the new styles easier to sell, faster to reorder. Prefers soft, clear colors; likes the femininely soft silhouette which he feels is more natural to the female anatomy than the mannish tailleur. Keeps in mind the office worker, the housewife and the college girl . . . all with limited clothes budgets; and in each classification . . . shorts, skirts, shirts, pullovers or pants . . . he always features at least one major new style idea. Encourages mix-and-match selling in showroom or store; leans to fabrics easy-to-care-for.



ELIZABETH GRANT: a thirsty mind if ever you met one. From her very first job as salesgirl in the sportswear department of Lord & Taylor, every move has been both upward and outward; designed to ready her for the type of work she is now doing. Takes little credit for Collegetown's advance; claims it stems from Mr. Sibley's willingness to let qualified individuals like herself and Tom Drew produce what they believe to be right. Made her first climb while helping a young woman who came in to buy a swim suit . . . and sold her a complete cruise wardrobe; she turned out to be secretary to Miss Dorothy Shaver! As early as 1949 she foresaw the possibilities in polished cotton; designed a complete group of denim playclothes for the store when the war ended. Became assistant dress buyer, learned the construction cause in markdowns, and worked with manufacturers to make changes which cut markdowns by 20%. Set up Career Shop for girls with limited dress budgets. Moved on to assistant sportswear buyer at Butler Bros.; proved that there is no economic barrier to fashion. Swung to the other extreme next, as assistant designer for Bergdorf Goodman. Thence to Oppenheim Collins as Fashion Coordinator for its ten stores; worked with exciting fabric and fiber ideas, elevated stores' prestige and sales in apparel. Accepted the call from Jantzen, initiated ideas the company is still marketing profitably. Family affairs took her back to Detroit, where she put her fertile mind to work for Chrysler and Packard; her "Accent Color" promotion hit the jackpot for Chrysler, her Caribbean Convertibles did ditto for Packard. Back to New York . . . and Collegetown, where she is utilizing everything she learned in many fields to set directions for the company's fashion movements.

MORAL: it takes vision plus nerve to progress. Plus one more thing: once you find the right people, you must encourage them to keep your company moving forward. This is what Mr. Sibley has done with Elizabeth Grant and Tom Drew; this is why the Collegetown line sparkles with new and sound ideas.



10 MINUTES FROM THE TEXTILE INDUSTRY

A few minutes away from the market lies a wealth of Creative Stimulation in the Museum of Cooper Union

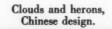


The collateral worth of any great art collection, quite aside from its artistry or antiquity, is the amount of applicable inspiration which one takes home. To those responsible for the development of new ideas in textiledom . . . be it the operating head or the designer . . . the collection at the Cooper Union Museum in New York is worth not one trip but many. For the wealth and extent of the collection's inspirational material cannot possibly be absorbed in one visit.

While the Cooper Union Museum includes in its display specimens and reproductions of textiles dating as far back as 300 B.C., the keen-eyed textile man will spot many other areas from which design ideas can grow.

We show, herewith, a few of the aspects of the collection, with the purpose of arousing the curiosity of the creative in-

(Continued on page 60)

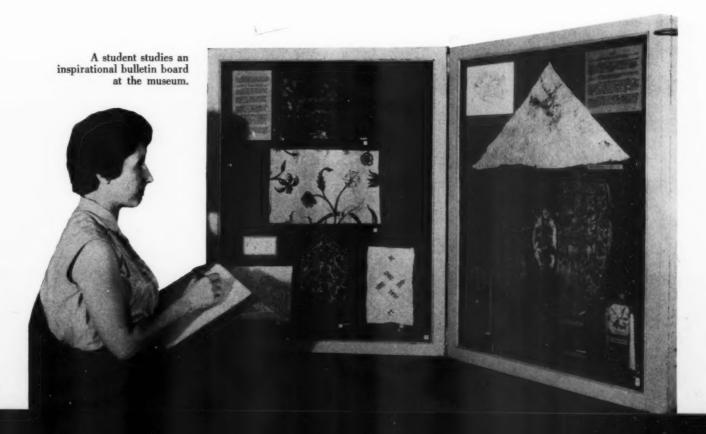




Flounce of needle lace, developed under the royal patronage of Louis 14th.







LUSCIOUS FRUIT

Alamac's knitted cotton rib, in luscious fruit colors done exclusively for Sportwhirl, goes into classic sheath, shirt dress, chemise, separates.

JEANNE CAMPBELL: foe of the good-enough



Designer Jeanne Campbell at home with her small son for whom she designed a Scotch outfit complete with its cairngorm.

In language everyone can understand Jeanne Campbell, designing head for Sportwhirl, puts it this way: There is almost unlimited selection of different foods in the freezers of every supermarket. Unfortunately, in a single area as many as two or three dozen housewives will feed their families on the same night with fried chicken, peas and French fried potatoes. They consider this a good-enough meal, which it is; but it is far from original and inspiring, and certainly evinces little talent for taking available raw materials and moulding them into a tempting menu.

The philosophy which Jeanne Campbell follows all through her personal as well as business life is indicative of her activity. She has no access to clothes and colors unavailable to the entire field of designers. But where many are content to hew to the conventional, be it in line or in fabric or in hue, this bundle of youthful zest gives herself no peace until her line represents what she considers her best step in the direction of functional newness.

It may be somewhat confusing to the neophyte to discover that although Sportwhirl is known as a house specializing in



This ingenious young designer of casual clothes pushes herself and her competitors to more exciting separates

separates, the styles are not confined to what might commonly be expected. To be sure, there is ample selection of clothes suited to casual country or city wear. But as one proceeds down the racks, there is just as much excitement to be found in Jeanne Campbell separates which belong at the swankiest ball ever held at the Everglades in Palm Beach or the Fairmount in San Francisco.

For to Mrs. Campbell the word separates is purely descriptive; it means that the basic costume is physically separated into component elements: a blouse and a skirt, a sweater and a pair of slacks, a halter top and a pair of shorts, or whatever the occasion requires. True, one of her strengths in design stems from her personal interest in casual clothes. The kind of life she has always led has given her food for creative thinking. Whenever she is projected into a situation, she asks herself: What kind of clothes would the average woman like to have if she were in this situation? And because she considers herself average in her clothing needs, Mrs. Campbell is enabled to produce designs consistently which she . . . and all her copyists within the industry . . . discover to be good sellers.

Of course it must be borne in mind that she has led the kind of life seldom privileged to the average designer, in this sense. She has lived in big cities and small; on a farm and in the country club atmosphere of the suburbs; following her husband from air base to air base, she has observed the pattern of preferences in all parts of the country. She has worked in the display division of big department stores like Kaufmann's of Pittsburgh; she has operated her own tiny shop on the west coast of Florida. All of this medley of experience, together with the fine opportunity to learn firsthand not only what the consumer prefers but the problems which the retailer has in selling it, has lent a firm footing for her climb upward in the field of casuals. Coming back to her attitude toward the good-enough:

It is sometimes possible, although not too frequently, to have mills produce from one of her original ideas. Mainly, however, Jeanne Campbell has to draw upon what is available to every designer and manufacturer. Here it is that her deep-rooted conviction about trying new ideas goes to work.

To an outsider Jeanne Campbell's seeming disarray of thousands of tiny fabric clippings would be an invitation to bedlam. But she knows exactly where everything is, why it is there, and what she is working toward. The painstaking way in which she makes up combinations of different fabrics, and then tries them in unusual color combinations is part of the secret of her success. Mrs. Campbell is responsible for numerous innovations; they have come out of her method of what seems to be fiddling and toying.

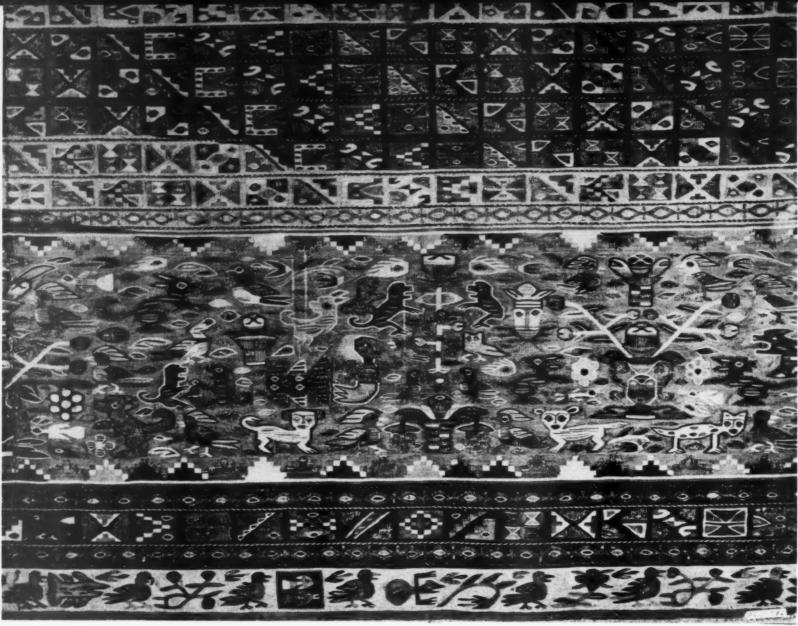
It is far from true that this alone is responsible for the continuous growth of Sportwhirl's business . . . or that of Loomtogs when she was that company's designer. She definitely is as creative and constructive in the matter of line and silhouette as she is in the sphere of interpretation. But it is equally noteworthy that whatever segment of the line, or year, she is about to approach, Mrs. Campbell has a healthy regard for the importance of the right fabric, the right pattern, the right color scheme to bring her style to life.

Jeanne Campbell designed this above-theknee chemise sports dress, pleated front and back, of pima cotton and silk dupioni for Wamsutta's "American Scene" collection. John-Frederics inverted peach basket hat.



evening length version. Done several seasons back, it has a timeless look that makes

it good for many seasons.



A Peruvian tapestry of the seventeenth century, woven in wool, linen and metal.



continued

dividuals in the industry. It is a 15¢ subway fare from the headquarters of the textile industry; and it answers somewhat the question of those who ask to which part of the world must they go for their next group of ideas.

All photos from Cooper Union Museum

 $\begin{array}{lll} \text{Dr. Burdell shows one of the exhibits to an} \\ \text{interested group} & \text{from "Design By The} \\ & \text{Yard."} \end{array}$



Textile students seeking design guidance.



The Sarah Cooper Hewitt Memorial Libary in the Cooper Union Museum.



A brilliantly-colored Coptic tapestry, woven in wool and linen.



Even in a museum, which is supposed by many to be the quiet resting-place of objects that have died of obsolescence or have been suffocated by over-solicitous custodians, the element of surprise is ever present. Here, as in the world at large, things are not always what they seem, and truth is elusive. Or if truth is constant, human perception is less so; the eye is not an entirely objective agent, and all too often it sees only what it is told to look for. Of such discrepancies in vision, comparable to changes in barometric pressure, is composed the history of taste.

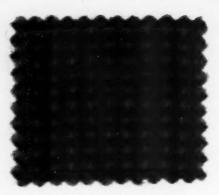
Taste, in other words, is still more difficult to discover and to identify than is truth; and when it happens that one's course must be steered by both of these will-o'-thewisps, rather than by either of them singly, the log of the voyage is likely to make interesting reading.

There are, after all, many other means of delighting the eye and satisfying the spirit than those of oil paint on canvas; and the imagination of today's designer is nourished and stimulated by a broader range of objects than those to which have been fastened, with varying proportions of hopefulness and accuracy, the names of distinguished creators. And besides finished objects of the decorative arts, in all their diversity, the Museum has endeavored to assemble illustrative material that will explain, as far as the mysterious processes of creation can be explained, the genesis and development of the material represented in its collections. Preliminary sketches and studies are sometimes of considerable value in explaining the artist's intentions and his working habits; a scrap from a banner two hundred years old contributes to an understanding of spinning and weaving in the American colonies; unfinished cameos and cameo blanks are a reminder of the career of Augustus Saint-Gaudens, an early student of The Cooper Union.

But the collections of this Museum have not been formed to be mute witnesses of what once was. Their purpose is to explain what now is, and to suggest what could be. Looking backward from idle curiosity is frequently fatal, as is proved by the example of Lot's wife; and besides developing its collections on the basis of their usefulness to today's designing requirements, the Museum offers further interpretation of its possessions through special exhibitions in which are treated specific topics of design, material and technique. And here is to be found some of the surprise previously mentioned; for often enough it happens that objects in the collection admired in one context by an earlier generation develop other and equally valuable lessons for our own quite different day. An experience of this sort, when it occurs, goes far to reconcile the contradiction of those two aphorisms which would have it that beauty lies in the eye of the beholder, although a thing of beauty is a joy forever.

CALVIN S. HATHAWAY





Larry Gabbe and Sandy Elias merge ideas and personalities into the creativeness of their fabrics. Typical result is the cloth swatched above.

HOW A SMALL MILL THRIVES

The case of Lawford Fabrics shows how money can be made by literally turning on a loom

We have consistently asserted that through creative thinking and adroit merchandising, a well-run small textile business could find its own market and make money. The greatest advantage it had was its ability to turn in its own length; and the operation at Lawford Fabrics points up exactly what we meant.

As in all success cases, the foundation rests on the thinking of Larry Gabbe and Sandy Elias, heads of Lawford Fabrics. They started three years ago with a merchandising idea; they have stuck with it, and made it pay out for themselves and their customers. They begin, generally, with a specific predetermined color theme; they follow through with interpretation in various types of woolen fabrics; then they sell the color theme to the fashion magazines, the cutters and the top retailers to whose stocks the merchandise must ultimately find its way.

Each season the color theme is broken down into three segments: one for the very top fashion clientele, an adaptation for the moderate market, and still another geared specifically to the West and Southwest market which seeks somewhat more vivid tones. Furthermore, the basis color theme is spread to cover several related fields; for instance, since skirts naturally sell with sweaters, Lawford works closely with the top sweater-yarn producers to blend tones so that ultimately the consumer can buy the right Lawford-fabric skirt to go with the sweater she has purchased. Coincidentally, taking into account the practical manufacturing problems of the skirt man, Lawford weaves skirting fabrics a full 64 inches in width, which gives the maximum cutting efficiency.

Immediately the question must arise: if Lawford confines patterns, does this not entail a vast inventory and subsequent markdown risks? Yes, it entails a big inventory; but Lawford has its investment not in woven cloth but in yarns. Thus, should a percentage of Lawford customers encounter a bad selling season, Lawford can still dispose of its inventory by weaving the yarns into fabrics which have been reordered by their other cutters.

Lawford runs the gamut in woolens from light weights for dresses to heavy weights for coatings. Because of the easy-to-work-with policy of ideas plus confined patterns plus small initial requirements, it is easy to understand why the company has grown so extensively in three short years.





(above) Designers find the restfulness of the Lawford show-rooms conducive to a relaxed mind which can better assimilate new ideas. (at left) The sprightliness of Lawford texture and coloring expresses the right mood for young sportswear.

MASHEAREAR

GREAT JUN EMANCIPATOR

REEDOM FREEDOM WOMEN

both

NATURAL and MANMADE FIBERS



you should know

BELLMANIZED: Trade name of the Bellman Brook Bleachery for a durable, crisp, starchless finish, especially designed for dress and curtain fabrics. It is employed mainly on cotton organdy and muslin. Fabrics with this finish retain crispness through many washings.

BLEND: Two or more entirely different but compatible fibers in the same cloth, each used to lend certain characteristics. Among the most common in Wash and Wear is the blend of 65% Dacron-35% cotton; the former contributes quick drying, the latter adds the feel and appearance of all-cotton.

CHLORINE RETENTION: The degree to which a fabric assimilates the chlorine used in washing, and does not permit it to rinse out completely. This is what causes yellowing, or a dirty grey cast.

COLORFAST: Applied to fabrics that retain their color during the life of a garment. Strictly speaking, no fabric is absolutely colorfast. In buying fabrics, it is important to make sure that they are colorfast under the particular conditions they will meet.

CREASE-RESISTANT: Term used in the textile field to describe fabrics that have been treated to make them resist wrinkling and creasing to approximately the same degree as all-wool fabrics. Usually achieved by resin impregnation, and applied to rayons, lightweight linens and cottons.

DOPE-DYED: Trade term for solutiondyed or spun-dyed, which means that color is put into the chemical liquid from which rayon or synthetic fibers are made before they are formed through the spinneret. The fiber is colored all through which means colors will be fast.

DRIP-DRY: Refers to garments which, after laundering, will dry quickly and regain their original shape without ironing.

EMBOSSING: Any pressure process producing raised or relief figures on the surface of fabrics. Usually accomplished by means of engraved rollers and heat application. Previously embossing tended to be lost in washing, but recent methods have fixed the design with a permanent resin finish, especially in cottons, which makes the fabric washable without loss of the embossing.

EVERGLAZE: Trademark signifying a fabric finished and tested according to processes and standards controlled and prescribed by Joseph Bancroft & Sons, Inc. It is used to produce patterned, textured and embossed surface effects, and to give the fabric durable wrinkle-resistance, soil-resistance and shrinkage control.

FACILITY: Trademark of Reeves Brothers, Inc., for a finish designed to give fabrics wrinkle and shrink-resistance and perspiration and acid-resistance according to U.S. Government standards. The finished fabric is washable and dry cleanable.

FRESH-TEX: Trademark of the Cranston Print Works, Co., for a cotton finish designed to render fabrics crease and wrinkleresistant, to control shrinkage within 2%, to resist perspiration and mildew, with complete washability.

HARD WATER: Water with an unusually high content of minerals, which makes it difficult to raise rich suds from soap or detergent.

HEAT SETTING: Certain chemical fibers, when woven into fabric, can be treated with pressure under certain heats, so that a crease or pleat will remain permanent through many washings and dry cleanings. This process is now also available in natural fibers, when they are treated with chemicals.

PERMEL PLUS: Trademark of American Cyanamid Co. for a washable water-repellent finishing process which also gives crease and soil-resistance to the fabric. The finish increases the durability and strength of the goods to which it is applied.

REDMANIZED: Trademark used to identify fabrics which have been treated by processes developed by F. R. Redman for woolen and cotton knit goods to secure relaxation shrinkage. Treatment by these processes results in fabrics which are washable without undue shrinkage, and identified within a quality control plan.

RESLOOM: Trademark of the Monsanto Chemical Co., for a resin finish used on cotton, wool and rayon, separately or blended. It makes cottons and rayons wrinkle-resistant; and when applied to wool it impregnates the fibers, stabilizing the fabric against shrinkage.

SANCO 400: Trade name of the Sanco Piece Dye Works Inc. for a process designed to impart washability, crease-resistance, color-fastness and shrinkage control within 2% to rayon fabrics.

SANFORIZED: Trademark of Cluett, Peabody & Co. Cotton fabrics so labelled have been processed so that they will not shrink dimensionally more than 1% in accordance with Government tests and standards. The owners license finishers in this country and elsewhere, and control the use of the process to ensure that specified standards are maintained.

SAYL-A-SET: Trademark of Sayles Finishing Plants, for a process designed to control shrinkage in rayon and other fabrics.

SHRINKING: The treatment of a fabric during the finishing process so as to remove most of its tendency to shrink; or, sponging or steaming treatment given to woolens and worsteds for same purpose before cutting.

STABILIZING: Any process which imparts dimensional stability by preventing either shrinking or stretching.

TEXTURIZING: A word recently coined, to encompass the process of adding a desired texture or appearance to a fabric after it is woven. This is done in the finishing stage, with chemicals and heat; once set, the texture design is permanent.

UNIDURE: Trademark of the United Piece Dye Works for a permanent, wrinkle-resistant finish, which is designed to wash, dry clean and last for the life of the fabric.

VAT-DYED: Refers to materials that have been dyed by a process which employs oxidation. Vat dyes considered the most resistant dyes to both washing and sunlight.

WRINKL-SHED: Trademark of Dan River Mills for a process designed to give permanent crease-resistance, shrinkage control, soil and mildew-resistance to cottons and other fabrics, and to aid fast drying.

ZELAN: Trademark of E. I. du Pont de Nemours & Co. for a durable, water-repellent and spot-repellent process. The finish remains effective after many launderings and dry cleanings. The process is licensed to finishers and goods so labelled are strictly controlled as to quality and performance.

ZESET: Trade mark of E. I. du Pont de Nemours & Co., Inc. for a product designed to produce crease-resistance and shrink-resistance on fabrics made of cellulose fibers. Excellent durability, softness of hand and ease of application are features.



A clarion call to the textile and apparel industries

Call it one of the great opportunities of an economic lifetime, and you will not be far wrong. WASH AND WEAR is an improvement of such magnitude and universal appeal that the consumer simply must have it. In fact it is more than an improvement; it is a new dimension for textiles, made of cotton and man-made fibers.

Not since Sanforizing have we seen its like. True, Everglaze cut a considerable swath. So did other crease-resistant finishes. And winter cottons added a couple of months to the industry's calendar. None, however, has had the stature or potentialities of WASH AND WEAR. Why? Because this particular textile development lightens the housewife's heaviest load — ironing. Try as you may, you cannot think of a greater boon to home-makers than anything which reduces the gruelling hours at the ironing board.

What is this giant among the new fabrics that is called WASH AND WEAR? Is it a sales gimmick? Is it for real? Is it

permanent? How does it compare with 65% Dacron and 35% cotton? These are some of the questions to which we must have positive and proven answers, or the opportunity will pass by, never to return.

To start with, the WASH AND WEAR process for most fabrics to date is nothing more nor less than a resin-treatment. Chemically this treatment is much like the treatments for crease-resistance and water-repellence. Properly applied and controlled, the W & W treatment gives fabrics a high degree of recovery with very little ironing. It amounts to a kind of built-in neatness, and includes effective wrinkle resistance and spot resistance among its collateral benefits. In other words, W & W gives fabrics a brand-new behavior pattern. But the one thing the process stands for more than anything else is EASY IRONING.

WASH & WEAR ... (continued)

It is most emphatically not a mere sales gimmick unless treated as such, or unless the merchandise is a phoney. Unfortunately, this inelegant word is the only one that does justice to some of the imitation treatments or would-be treatments or lick-and-a-promise treatments developed for no other purpose than to make a fast buck. You get the picture when you stop to realize that an honest W & W application costs around $5\frac{1}{2}$ to 6 cents more a yard at the finishing plant level, whereas the suckerbait kind has been quoted as low as $2\frac{1}{2}$ cents. That way, of course, lies madness — and certainly the end of WASH AND WEAR for the textile industry.

One other very important point. Do chemically processed and properly constructed cotton fabrics give you the same WASH AND WEAR characteristics as a chemically constructed and properly processed 65% Dacron and 35% cotton summer suit or broadcloth shirt? Positively not. Our research shows anyone making such a statement is stretching the truth, to say the least, and is doing great damage to the whole industry. Such statements are not made in so many words but they are frequently implied when you claim — "NO IRONING."

Of course there are a few end uses, like lingerie, children's playclothes and men's shorts, where you really can get by without ironing, but if you're talking about women's sportswear or men's slacks, a touch of the iron is as necessary for neatness as it is to comb your hair. (P.S. Even the most miraculous miracle fabrics look a lot smarter when touched up on the ironing board.)

Why go along with the boys who seem to have a compulsion to kill the opportunity of a commercial lifetime by broadcasting a big lie? The most successful WASH AND WEAR promotions do not claim NO IRONING, nor do they issue any other promises that cannot be redeemed by actual performance. Furthermore, the words WASH AND WEAR are never used alone by the leaders. The labels and tickets and advertisements always read:

WASH AND WEAR WITH MINIMUM CARE . . . and the words MINIMUM CARE WITH LITTLE OR NO IRONING invariably appear in good big type.

The last thing in the world we need to be afraid of is to tell the truth, especially when the truth promises women easier ironing than they ever dreamed of and an improved behavior pattern for fabrics which keeps them new and neat in a manner that is altogether amazing.

Will the industry capitalize to the full on the

unique opportunity presented by WASH AND WEAR? That means eliminating the imitations and standardizing on the real thing, blue pencilling every exaggerated claim that crops up in the ads. It also means dramatizing the real WASH AND WEAR story as one of the greatest work savers ever invented — with tremendous fashion importance too, because of inherent resistance to spots and wrinkles and other enemies of smart appearance. There is a wonderful opportunity for spectacular showmanship.

GIVE LIGHT . . . AND THE PEOPLE WILL FIND THEIR OWN WAY

White goods must laugh at chlorine bleach

Sad story: washable dress, nonwashable trimmings

More married women have jobs... and little time to wash and iron

More babies coming ... mothers must be freed from unnecessary work





AS FAR BACK AS Issue No. 16 of AMERICAN FABRICS, in late 1950, the editors pointed out that, insofar as the public is concerned, the term washability would mean complete and unqualified washability in any way and under any circumstances. What was feared then, when Washand-Wear was in its embryonic stage, was that some mills and manufacturers might hurry to market their products too soon and without complete certainty that the end product would stand up.

That this fear was well founded has been proved, unfortunately, at too great expense to mills, manufacturers, retailers and consumers. Part of the fault lay with the mills themselves; part of it with manufacturers who made too broad claims, which the retailer naturally echoed in his own advertising. Let it also be clearly understood that some mills undercut the general market prices by undermining the fabric and finish to the point where the end result was completely unsatisfactory; they either reduced the costly essential fiber in percentage, or put some chemical finishes on shoddy grey goods.

Then there were instances where honest mistakes were made. As an

(please turn page)

A good finish

starts with a soundly constructed fabric plus the proper chemical treatment. The fibers, whether alone or in blends; the spinning and weaving of the cloth . . . these are important. Once the base fabric is right for Wash-and-Wear, then comes the choice of the finish; and this costs money. Make no mistake about it. To process a cloth with the right quality of chemicals, in sufficient quantity, at the proper rate of speed for true impregnation, by qualified labor . . . this adds up.

An ineffective finish can be applied for as little as two and one-half cents a yard; a top quality finish will approximate six cents. Thus, when the price is brought down from $6\mathfrak{e}$ to $5\mathfrak{e}$, someone is taking out 20% of the margin . . . and the essence. When the price is reduced by $2\mathfrak{e}$, it means that somewhere along the line fully 40% must be absorbed by someone . . . certainly not the finisher, who does not have that much margin.

In terms of a finished garment, and certainly in consideration of the possible damage to so wonderful a selling vehicle as Wash-and-Wear, it would seem out of balance for the manufacturer even to consider bargaining for a lower price on the finish. Take, as an example, a dress which wholesales at \$6.75: the yardage, at an average price of 65¢, would represent roughly \$2.20. If he cannot manufacture and sell the dress profitably at \$6.75, something radically wrong exists somewhere in his operation: styling, manufacturing and trimming costs, selling expense or overhead . . . and he would do much better bringing these costs into line, than by sacrificing Wash-and-Wear performance in order to save somewhere between 6¢ and 12¢.

Chlorine retention
... real bogeyman to
wash-and-wear

Washing machine or
washboard ... it
makes no difference

Wash-and-wear sizes
must stay fixed

(continued)

instance, not too long ago a Fifth Avenue store heavily promoted a man's white shirt which, the store said, was completely washable and required no ironing. The fabric came from a good mill in England; and there was no doubt whatever that the test washings proved the mill claims. The New York store sold thousands of dozens of this shirt; and many came back within two months. Reason? When the test shirts were washed in the vicinity of England, the local water had no chlorine content. But all New York water has chlorine; and so, after ten or twelve launderings, the white shirt turned to a lovely shade of ivory, and the collars and cuffs took on the rigidity of cardboard.

Everybody involved in the transaction lost money; many consumers lost faith in Wash-and-Wear.

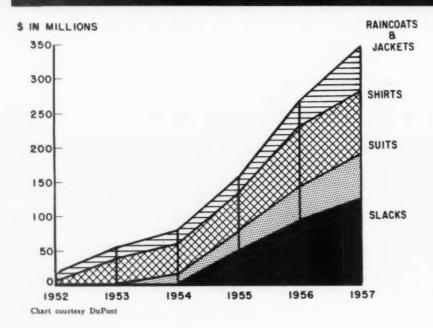
THIS IS THE REAL DANGER in mishandling what should be one of the most cogent factors in moving more textiles; and this is why everyone who has to do with the manufacturing or selling of Wash-and-Wear merchandise must be more than careful in quality control and in advertising claims.

There have been innumerable complaints (talk to any men's slack buyer) on the subject of Wash-and-Wear slacks. Companies rushed to get Silicone processing for their fabrics; sometimes the result was good, sometimes bad. The public forgot the good; it will take much persuasion and many advertising dollars to win back its confidence in Wash-and-Wear.

Probably the most heinous crime committed against Wash-

(continued on page XII)

GROWTH OF WASH AND WEAR IN RETAIL \$



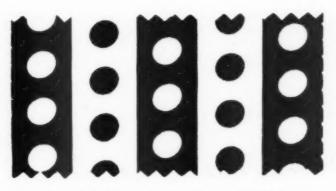
At the very outset let it be clearly understood and agreed upon that there are sound functional reasons why Wash-and-Wear captured the public fancy so fast; and why, if sanely merchandised and promoted it will grow to much greater stature. The chart at the left is a graphic representation of what has already happened to store volume on Wash-and-Wear garments in the men's field alone; it is, in our opinion, a pittance of what can happen if the subject is handled intelligently.

WASH and WEAR FABRICS must perform to HIGH STANDARDS

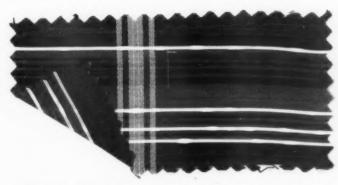
Springs Mills Everglaze Keetide Cotton. Sanforized; easy to wash and takes very little ironing.



Straw-texture fabric by Schwarzenbach Huber, $35\,\%$ cotton Durene yarn spun by Dixie, $65\,\%$ Dacron. Especially good in men's wear.



Cone Mills' Everglaze Minicare cotton dries quickly, resists creases, needs little ironing, shrinkage controlled.

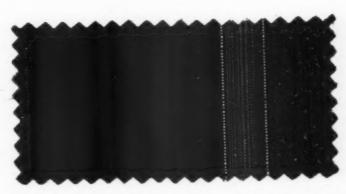


Burlington Shirting Fabrics 75% Dacron-25% combed cotton. Dacron provides wash and wear character; combed cotton lends softness.



One of the Berkshire-Hathaway "Self Controlled" fabrics. Has added crease-resistance; will wash and drip dry, takes little ironing.

Cotton poplin in a Saylerized Wash and Wear, Drip Dry finish for American Bleached Goods Co. Non-chlorine-retentive.



100% combed cotton in dark multistripe pattern, for shirtings and dresses. Dan River's Wrinkl-Shed finish with Dri-Don.

It may Wash but will it Wear?

Are all detergents safe?

Where does the yellow come from?

What about the washing machine?

No ironing? Light ironing? Heavy ironing?

FACTS you should know about the structural content of Wash-and-Wear

What Makes Any product washable-and-wearable in the consumer's language depends on two factors:

- 1. The basic fabric from the viewpoint of its construction and its fibers.
- 2. The type of chemical finish which has been applied to shrug off moisture as well as dirt.

Certain of the manmade fibers, whether cellulose or synthetic in base, have a natural aversion to water. Others do not possess this characteristics; therefore, when used alone or in blends with natural or synthetic fibers, they require treatment with either resin or urea formaldehyde to attain this feature.

But several other sub-factors are just as important as the main factors. For instance, a fabric made of all-Dacron is unquestionably a Wash-and-Wear fabric; a fabric which uses as little as 30% Dacron and 70% staple cotton will simply not stand up to any such promise. Comparably, a high-count cotton or rayon fabric treated with resin will per-

form well; a sleezy cloth, no matter how much resin is applied, must sooner or later (mostly sooner) lose the resin application . . . and with it, the claims to Wash-and-Wear. Then there is the matter of what type of dye has been applied: a good dye will withstand washing and can also dry fast; conversely, a cheap dye, or one applied carelessly to save time, will bleed and run.

And to top off these problems, there is the simple one of trimmings: How can a dress be offered as Wash-and-Wear when only the body fabric meets adequate specification, but the belt, shoulder pads, thread, hemming tape and embroidery do not?

It has been said that, unfortunately, the consumer does not read hang-tags carefully and therefore is prone to expect far too much even where the manufacturer stipulates the precise performance capability. What is even more unfortunate is that the *retail buyer* is either insufficiently informed on the subject of Wash-and-Wear or is ofttimes so eager to buy a promotion that he or she does not ask what might be embarrassing questions.

Thousands of buyers, last year, received instructions to buy nothing but Wash-and-Wear merchandise on their trips. No one can envision the number of crimes committed against this nomenclature by buyers who, through ignorance or a natural reliance on manufacturers' claims, bought completely unsatisfactory merchandise. So much has been said for so many years, by retailers in convention, about being the buying agents for their customers that they give this credo nothing but lip service today. This is the real danger; this is the threat to the continued growth of Wash-and-Wear. In a period when retailers bemoan the competition of discount houses, for example, it seems to us that when a heavensent opportunity to stimulate soft goods volume comes along, it is critically necessary that top store management get into the picture in a positive manner. Of course alert retail management has already, in some cases moved affirmatively. A contrast of the independent retailer's standards with those of one of the leading chains is interesting; these are the minimum standards which every article must pass before the organization will offer the merchandise as Wash-and-Wear:

AFTER 5 WASHINGS

- 1. Angle of Crease Recovery 245-250. (Figure combines angle of crease recovery for warp and filling.)
- 2. Tensile strength in filling 30 lbs. minimum.
- 3. Chlorine resistance test. (Scorch test uses 2 steel plates, if fabric retains chlorine it will discolor.)

Buyers may still buy merchandise if it does not come up to these requirements; but this company will not permit them to be tagged as Wash-and-Wear. Do you have any such requirements? Do your buyers, for instance, see to it that even the buttons on a garment will remain firm and clear under numerous washings? Or that the shoulder pads, and the shoulder pad coverings, won't mat or disintegrate in the washing machine? Or that the striking belt will retain its smooth, flat line after washing?

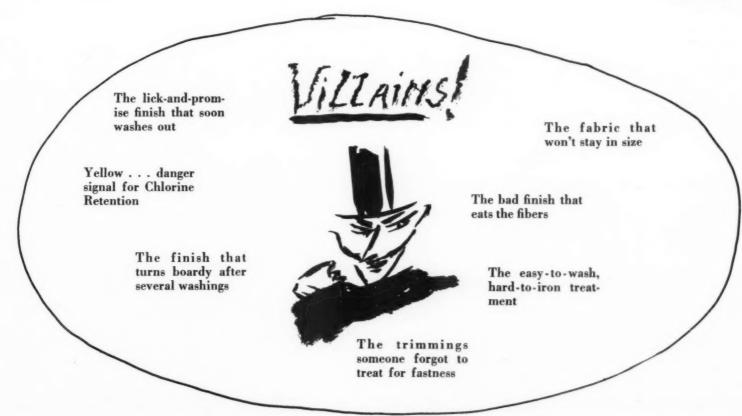
The same precautions must be taken in other classifications of merchandise as well: the pocketing in slacks; the underlining of a bedroom drape; the lining of a man's sport jacket. Once your store puts a piece of merchandise on sale under the banner of Wash-and-Wear it is essential that every integral part stand up.

In some quarters we hear that the consumer is satisfied with less. This is a hazardous philosophy to adopt. As any retailer knows all too painfully, the worst loss a store takes is when it loses a customer who does not come in to complain; this gives no opportunity to make good and retain her business. Merely the fact that not more consumers have failed to voice dissatisfaction in no way proves that the public is happy; it merely indicates that there may be millions of men and women who have washed their hands of Wash-and-Wear, no matter which store promotes which brand of goods under this banner.

With the textile industry and a multitude of apparel manufacturers beating the drums for Wash-and-Wear this Spring, there is no doubt that your own inventories will reflect this situation. This is fine; you will unquestionably get speedy response to every worthwhile offering of Wash-and-Wear merchandise. But it is important that you, and your associates, take every precaution to sell as Wash-and-Wear only such merchandise as you can guarantee for performance.

This goes whether the consumer uses a tumble or agitator type of machine, a commercial laundry, or the oldfashioned washboard. It goes whether the consumer has an automatic dryer or a clothesline. Remember that the consumer thinks in terms of HER facilities, not yours, when you say Washand-Wear.

(Please turn page)





With outside jobs and no inside help, women need Wash and Wear

QUESTIONS and ANSWERS

ort

What is a resin finish and how is it applied?

During the finishing process, the fabric is run through a bath including a chemical formula which contains a form of resin. The resinous content adheres to the binding points where the fibers intertwine, as well as the entire surface; when the fabric is ultimately washed, the resin prevents the water from penetrating the fiber; thus, only surface wetness prevails, and this wetness evaporates relatively fast. The quality of the resin, as well as the intensity with which it is applied, determine the Wash and Wear life of the fabric.

What is crease-resistance?

This means the ability of a finished piece of cloth to withstand the tendency of any fabric to wrinkle badly, and to stay wrinkled until it is pressed. Crease-resistance can be built into a cloth by chemicals, and also with heat and pressure treatment of the yarns themselves; this treatment, in technical terms, gives the fiber a memory: it always reverts to the original form. Simply stated, this is why wrinkles hang out easily in certain fabrics.

What is a permanent pleat?

This is another instance of creating a memory in a fiber. With the use of chemicals, heat and pressure, the fabric takes on a pleat; once pleated, it is virtually impossible to lose the crease, regardless of dampness or body pressure. Garments which have been permanently pleated revert to their pleated form after washing or dry cleaning, merely by being hung up.

At what temperature should Wash and Wear cottons be washed?

This depends entirely on the instructions which come with the particular article, because any variation in the percentages of fibers used to weave the cloth will directly affect the proper temperature at which the fabric should be washed. It should be mandatory, along every step of the way, that suppliers supply the most accurate information in order to ensure satisfaction in use.

What is meant by color-fast?

In the interests of true accuracy, there is no such thing as permanent color-fastness. The very best which can be obtained is color-application which will remain constant for the life of the finished product. This is what the consumer expects, and is entitled to receive. It means that no matter how much the article is exposed to the elements, or how many times it may be washed, the color will remain true.

What does chlorine do to the chemical finish in Wash and Wear goods?

As explained above, the chlorine particles adhere to the chemicals which are used in a substandard Wash and Wear finish, and cause yellow or grey shading. In a good finish, the chemicals, and the method in which they are applied, do not permit bonding with the chlorine and thus the fabric remains in its original true color.

How does soap differ from a detergent?

Both form suds; but the chemical composition of soap and detergents is different. Soap tries to dissolve dirt and float it away; detergents purge the dirt chemically. A bad detergent, therefore, can also burn into the fibers and eat away their longevity.

What is meant by abrasion?

This is another word for wear. When a laboratory indicates that a fabric will stand up under a certain amount of abrasion, it means that test swatches have been scraped and rubbed with various rough materials to find out whether the cloth will stand up in service. An obvious example is the cuff of a man's shirt, which is subjected to a great deal of abrasion in both wearing and washing; the fold of a shirt collar, too, is constantly being rubbed by the hair on the nape of the neck.

200,000,000 PEOPLE

This is what America will have in two generations. It means lots of babies, more washing cares for family and home. Wash and Wear can get bigger . . . if we don't kill public confidence.

Are all synthetics Wash and Wear?

Not by any means. You must know what the fiber content is, as well as what type of finish has been applied, before you can tell the customer that a specific cloth is Wash and Wear. Be sure you obtain this advance information on everything you buy, if you plan to market it as Wash and Wear. Certain synthetic fibers have Wash and Wear built in; others do not, but require chemical treatment.

At what temperature should Wash and Wear cottons be ironed?

Here, again, so many variations in blends are possible that accurate information must be obtained from the mill, the converter and the manufacturer in order to inform the consumer as to the proper method of ironing. Of course, in most truly Wash and Wear articles very little ironing should be required, and then only with a lukewarm iron.



Wash and Wear has taken the place of Wash-and-Weary for women



Any good soap without too much tye is good for Wash and Wear



Loves a cheap finish; sticks to threads and makes them yellow





What safeguards must be taken against shrinkage in washing?

A cloth which has been preshrunk through Sanforizing or any other reliable process will not shrink beyond the indicated point. Particularly in Wash and Wear goods, this is a most important element to be considered; a manufacturer who is either careless or unscrupulous may save a fraction of a penny with a just-asgood shrinking process, but in the final Wash and Wear test the product simply will not satisfy the consumer.

What construction features are necessary for Wash and Wear?

Please refer back to the question about trimmings. In addition, you must look for certain other safeguards: Seams should be liberal, to avoid pulling-out during washing. Stitching should be close, and done with a dependable quality of sewing thread, for the same reason.

What are considered trimmings in dresses? in shirts? in suits? in lingerie? in bedspreads?

The body fabric may be completely Wash and Wear; but if the smallest item of trimming is not, then disaster can follow. Under the heading of trimmings must be included zipper tapes and plackets, shoulder pads, collar linings and interlinings, interfacings for men's and women's suits, pocketing, seam binding and tapes, sewing thread, welts and underpetticoats.

What is meant by tensile strength?

This indicates the amount of pull a thread, or a piece of cloth, will stand before it comes apart. This is an important factor in Wash and Wear goods; especially important is the tensile strength while wet, because it is during laundering that an article undergoes great strain, especially in a washing machine.

BEWARE EXAGGERATION

Find the facts, talk the facts. Don't make blanket claims which could backfire. Not every article is suited for every type of washing machine.

How do Wash and Wear cottons differ from synthetics?

The main difference is that, to attain a true Wash and Wear finish, the cottons have chemical processing at various steps whereas the synthetics, depending on type of fiber and blending, may require little or no processing. For instance, a nylon tricot nightgown needs nothing added whereas a cotton nightgown can be made Wash and Wear with treatment.

What manufacturing safeguards must be taken?

Besides the body fabric, every tiny bit of trimmings and findings must be dependable for Wash and Wear performance. Consumers are willing to pay more for the convenience of Wash and Wear; the manufacturer can afford to buy trimmings of guaranteed performance quality.

What is chlorine retention?

A poor Wash and Wear finish leaves chemicals which will hang on to tiny particles of the chlorine commonly found either in washing soaps or in the water itself. This ultimately produces a yellowish cast on white goods, or dims the vividness of colored goods.

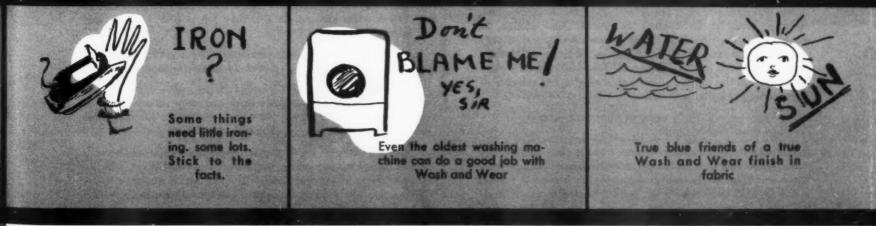
It is one of the easiest ways to determine whether a mill has applied a good or bad Wash and Wear finish. Many manufacturers and retailers therefore insist upon putting swatches of the fabric through actual laboratory washing tests beforehand.

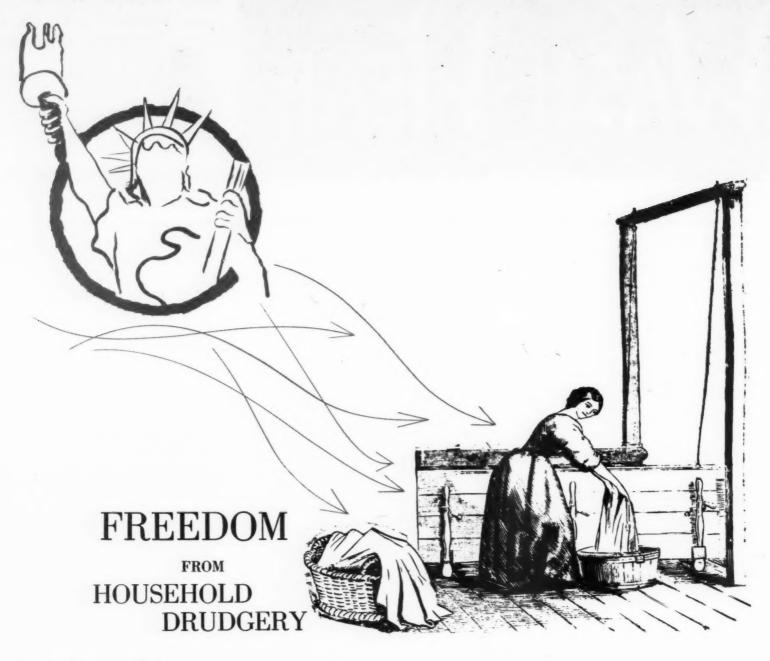
What is the difference between Wash and Wear and Drip-Dry?

Actually, the main difference is one of extent. The Wash and Wear garment should require very little ironing to touch up areas which require perfect smoothness: for example, the cuffs and collars of a shirt. The Drip-Dry article should be just what the name implies: it should dry out into perfect wearability after washing, with no ironing whatever. Actually, in the interests of accuracy, every article, whether sold as Wash and Wear or Drip-Dry, should be lightly ironed for a better effect.

How important is fading in Wash and Wear merchandise?

This is another facet of color-fastness. The color in a Wash and Wear cloth must be guaranteed not to fade any more than it will run or bleed. Fadeometer tests are simple and inexpensive to conduct: a swatch of the cloth is exposed to simulated sun rays for different lengths of time, and in this way the mill can state beforehand that the cloth will withstand so-and-so many hours of light before fading. On this basis it is simple to compute the period of time in which a garment will hold its color, and whether this is what the consumer expects.





(continued from page VI)

and-Wear has been perpetrated by the retailers themselves. The mill, in its selling, quotes specifically the performance ability of the fabric; the manufacturer, if he is honest, does the same. But the retail advertising department, ever seeking an exciting headline, lays full stress on Wash-and-Wear... and forgets to state the limitations. Harking back to men's dress shirts, as an instance, it appears to be almost heretical to expect a retailer to state there should be *some* ironing of the collar and cuffs to lend a smooth finish. Yet every buyer knows that *no* dress shirt fabric will come out of the washing machine ready to be donned. It's miraculous enough, to women, that they need no longer spend hours and energy rubbing, scrubbing, and heavy ironing; they would hardly be deterred from buying Wash-and-Wear shirts if they were informed that the washed shirts would need a few minutes of light ironing at collar and cuffs.

Freedom from Heavy Labor

Aside from the quite human tendency to get away from heavy work, there are definite social and economic reasons why Wash-and-Wear holds such strong appeal to women. It reverts to the lack of household labor, which started to make itself felt when the immigration laws started to shut off the flow of maids and cooks to this country. It is this same factor which exerted such a strong effect on American architecture: women wanted their new homes laid out on one floor, to avoid traipsing up and down flights of steps. This same factor has been the strongest single reason for the enormous increase in consumer purchases of labor-saving devices: electric washers, irons, sweepers.

Coupled with the shortage in domestic labor (why should a woman do backbreaking household work for even \$35 to \$40 a week when she can get a factory job at \$85?) came these factors:

- A sharp rise in personal income, giving the masses the earning power to purchase appliances for cash or on time.
- The shorter work week and more vacations, which led to bigger per-capita wardrobes for the whole family . . . with more clothes to wash.

So, with More Work to do, and nobody to do it but herself, the American housewife welcomed Wash-and-Wear with an open purse. Good merchants will agree that it would be worse than foolish to have that purse snapped tight by the abuse of Wash-and-Wear.

WHAT DOES the CONSUMER want in a wash-and-wear Fabric?

To make the most of your Wash-and-Wear selling opportunity, it is essential that buyers and promotion people have a clear understanding of exactly what the consumer wants; and just as important, that these points be clearly brought out in your selling.



What people do want:

Merchandise which is

- 1. color-fast
- Sanforized or otherwise stabilized against excessive shrinkage or stretch
- 3. easily washed and dries quickly
- resistant to non-oil spots, soiling, mildew, perspiration stain and odor
- 5. crease resistant stays fresh and clean longer
- 6. in step with the need for easy care
- durable, because the chemicals used to add Wash-and-Wear characteristics become part of the fabric
- 8. absolutely non-chlorine rententive
- 9. fresh for the life of the garment regardless of the use of chlorine bleach

- 10. can be ironed without laborious work, in less time, with a warm but not hot iron; or needs no ironing whatever after washing
- can be laundered at home with other garments, without special care, without losing its drip-dry characteristics for the life of the garment.



What people don't want:

Merchandise which

- 1. needs laborious ironing after drying out
- 2. loses its drip-dry features after a few washings
- 3. reacts to chlorine bleach, loses whiteness
- 4. has to be washed separately from other articles
- 5. has fugitive colors which bleed to other items
- 6. loses crease-resistance in a short time.

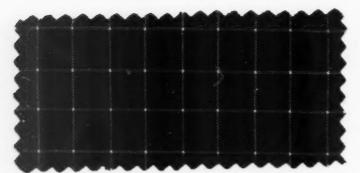
A hidden factor in Wash and Wear:

In line with our recommendation that those parts of a garment rarely seen must contribute to Wash and Wear, a case in point is Pellon . . . the nylon non-woven fabric which is so widely used to lend shape without weight. It has many chemical and construction properties which make Pellon compatible with Wash and Wear: it is washable by hand or machine; it dries swiftly; it is porous.

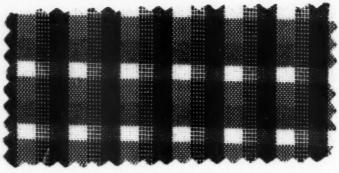
Pellon comes in a multitude of weights, in both straight and multidirectional construction. Above all, it is completely non-retentive when chlorine is used in washing.

WASH AND WEAR FABRICS

must perform to high standards



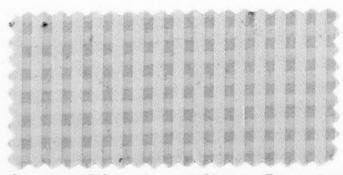
A Mooresville combed cotton in miniature Clan Tartan design. Wrinkle-resistant, washes easily and dries fast. Shrinkage under 1%.



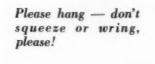
Machine washable 100% Arnel fabric by Goodman & Theise. Wrinkle-resistant; won't pull, holds pleats permanently, dries fast.



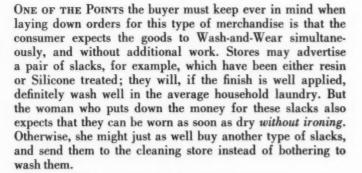
An all-cotton floral print with a Cranston Dri-Smooth finish, in an ABC Fabric. Machine washable, takes little or no ironing.



Lowenstein combed cotton in mercerized boxweave. Fast to washing, dries quickly, resists wrinkling, residual shrinkage under 2%.

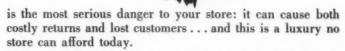


WASH — WEAR: 2 WORDS, 1 MEANING



The same holds true in all other classifications of merchandise; and the more of this goods you carry, the greater the good or the greater the harm you can do yourself... depending upon how carefully your buyers have studied the performance characteristics of the goods.

This Does in no way imply that all merchandise must be of such a nature that it completely satisfies on the counts of both Wash and Wear. It is perfectly all right to carry goods which can wash easily but requires some ironing, providing you tell your customers exactly what to expect. Your advertising must not stretch its ingenuity to the point of fantasy; we have seen countless store advertisements making claims which no fabric could possibly back up. This, as we pointed out earlier,



This naturally leads into a sub-classification of Wash-and-Wear:

DRIP-DRY MERCHANDISE

This type of goods can be dried by letting it hang, exposed to air. Some of it can, of course, be dried in the standard tumbler-type home dryer; but for the woman who does not possess anything more than a clothesline in the cellar, kitchen or backyard, merchandise processed to deliver a Drip-Dry effect has an enormous amount of buying appeal. The road block which looms some distance ahead is being erected by the sales of more and more automatic drying machines, or machines which combine both washing and drying.

At the Present moment only a fair segment of American homes have this equipment. But a swift check with a few local appliance dealers in your city will convince you that women are getting tired of having 15 or 20 pieces of apparel dripping water over their floors; they are pledging more and more of the family budget to buy new appliances which will take care of the drying as well as the washing. It is estimated that there will be 81/2 million dryers in use in the U. S. A.

(please turn page)



by the end of this year.

What is important is that, when you buy merchandise, not only should *you* be apprised as to whether it is Wash-and-Wear, or whether it is engineered for Drip-Dry performance; and then you must see to it that both your advertising writers and your salespeople state the facts.

Construction, of course, has much to do with performance under either banner. A man's shirt, for instance, made with the most ideal body fabric and trimmings would fall down if the stitching were 14-to-the-inch; or if the buttons shaled and turned yellow in washing with chlorine or any other bleach. Or, if the collar is badly cut, instead of coming through the washing machine ready to be donned, the consumer may have to do some ironing.

In simpler form, what the consumer expects is a product which can repeatedly be washed, worn and worn again with little or no ironing. It means that surfaces which should be smooth will remain smooth; pleats will stay pleated; shrinkage is nil; and colors stay fast. And these features must be retained through normal periods of wear. If, for any reason, you stock merchandise which has a limited Wash-and-Wear lifespan, then the customer must know this in advance.

You Can Easily recall the introduction of the nylon-pucker shirt, and then seersucker-type apparel. The consumer loved it, because she envisioned freedom from backbreaking laundering as well as relief to her budget. In the past few years many, many more types of fabric and infinitely more classifications of merchandise have come under the Wash-and-Wear flag. In 1952 a test-run of 1200 men's suits were sold to the public; in 1957 the public had snatched up about 1,700,000 Wash-and-Wear suits... with an estimated additional 14,000,000 pairs of slacks as well. Even in boys' wear, where the additional cost of Wash-and-Wear raised traditional retail prices, women did not hesitate to choose this goods.

In shirts made with Dacron-and-cotton alone, retailers sold about 14,000,000 units in 1957; raincoats topped the 400,000 mark; outerwear found Wash-and-Wear a boon to business. Nor do retailers and manufacturers feel they've hit the plateau. In fact, based on actual orders already placed with clothing manufacturers, this year's Spring and Summer sales of men's Wash-and-Wear suits will be at least 50% greater than ever before. Some economists anticipate that one of every six or seven suits will offer modern Wash-and-Wear performance; others, just as qualified, estimate that the figure may be one out of every four or five.

Bearing this in mind:

This growing market does not mean that every man who buys a Wash-and-Wear suit actually washes it at home. A recent nationwide survey showed that 45% of these men do wash their suits at home, 63% do their slacks. But the mere idea that they can wash their suits and at home, and wear them without pressing, apparently convinces the consumer that the suit must be more desirable than any other.

In other fields such as dresses, lingerie, children's wear and many more, it would be safe to estimate that close to 100% of the goods is laundered at home.

With a clear understanding of what Wash-and-Wear is; convinced that you must be that the future development, and sales, of Wash-and-Wear are far too good to be mishandled and killed off, the next logical question is:

How the Retailer should Promote Wash-and-Wear

The first essential in your store promotion of any Wash-and-Wear merchandise, no matter how you promote it, is: TELL THE FULL TRUTH.

It is of course necessary that your buyers find out exactly what the truth is about everything they buy: how much Dacron content? how are the trimmings processed? what type of dyeing has been used? buttons? belts? seam binding? In short, will the total product deliver the kind of performance the consumer expects?

As stated earlier, there is no objection on anyone's part to merchandise which has only some characteristics and not all of them; but in such cases, your selling must inform your customer exactly what she can expect . . . and not leave the less desirable characteristics behind the tree. Bring everything out into the open; it will sell, if the style and price are right . . . and it won't come back.

IF A SHIRT, OR A DRESS requires a little ironing to touch up certain visible areas, do not hesitate to say so; it is still far more desirable to buy a shirt which requires only collar-and-cuff touchup than one which needs a professional laundress. It is still more appealing when you say that this is a dress which will drip-dry after washing, and yet retain its shape, than to pose women with the expense of repeated dry cleanings.

It would, in our opinion, be a wise move . . . considering both the potential sales of Wash-and-Wear and the dangers of overselling, to start your next season with an institutional series of promotions . . . ads, windows, direct mail, interior displays . . . all under the simple theme —

THE TRUTH ABOUT WASH-AND WEAR

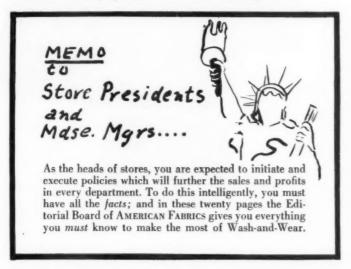
The sources for accurate information are open to your people. To begin with, in the preceding pages, specifically those containing definitions and the chart indicating precisely what can be expected from various types of fabrics and finishes, your advertising and training departments have the cold facts. These are unalterable, regardless of any manufacturer's advertising claims. A cotton blended with less than 65% Dacron, with no supplemental chemical finish, simply will not deliver complete machine Wash-and-Wear; it will wash well, but it will not retain its original appearance without a touch of the iron.

A fabric treated with Silicone in a rush manner, or with too small a percentage of the right chemicals, will lose its fresh appearance in a very short time; in fact, it is doubtful whether it will ever retain the proper crease. Similarly, a man's jacket made of a good Wash-and-Wear fabric but lined with an untreated cloth will be a messy affair after washing; if the lining shrinks, the entire jacket will be unwearable thereafter.

WE SUGGEST THAT EVERYONE in your store be supplied with copies of this chart, and be urged to check both finish and construction standards when buying or promoting under your store name.

Another source for accurate information, obviously, is the manufacturer who sells you Wash-and-Wear merchandise. It should be mandatory, in every case, that your buyers insist upon a detailed and verified checklist for ultimate performance. You must set your own standards, naturally, to determine the minimum performance which will satisfy your customers. Obviously a mass-priced and functional type of article will have to stand up through many home launderings; your buyers must leave nothing undone to ascertain that Mrs. Consumer will be fully satisfied. On the other hand, a high-fashion, high-priced item will sell more readily even though the purchaser will rarely launder it at home; or it might be of such a nature that infrequent use will cause fewer washings. In such a case, your standards should take these factors into account.

A third source for information is to be found in the hang tags which generally bear the technical information supplied by either the mill or its finisher. Sometimes the information contained is too technical in wording for the average consumer to decipher; it is then necessary that your store people study exactly what is meant, and convey this information to your customers through promotion or on the selling floor.



STILL ANOTHER SOURCE from which you can elicit good information is the manufacturer of home laundry equipment. Each of these companies is vitally concerned with Wash-and-Wear; all of them have done a great deal of research on the subject, and will gladly supply you with good informative and selling material. If you do not carry laundry equipment in your store, we suggest that you ask your local furniture and home furnishings store for the information; they will be glad to give it to you, since your promotion of Wash-and-Wear merchandise will pave the way for more home laundry equipment sales.

Your store should have enough Wash-and-Wear merchandise in various department inventories to warrant a storewide promotion based on this theme alone. Such a promotion, at the head of the Spring season, would be an excellent way to sell a great deal of merchandise at regular prices. Under the one broad banner of Wash-and-Wear you could bring together many different departments; traffic would be spread throughout your store, which is the best objective any storehead can

seek. Together with the soft goods, you can advertise the home laundry equipment your store carries; this is a natural affinity and will produce sales.

Your windows should be simultaneously trimmed with nothing but Wash-and-Wear goods, with signs telling the same story as your newspaper advertising. We can envision attractive windows with merchandise hanging from actual clothes lines strung across the width; here, again, you should include home laundry equipment. If you do not stock hard goods, then make an interchange window arrangement with your local home furnishings store; in turn for your display of his merchandise in your windows with a credit sign, have him trim his own windows with your goods and a credit sign. Both of you will profit.

The basic appeal, whether you run a storewide promotion or run a series of individual departmental ads, is always:

LESS WORK FOR WOMEN

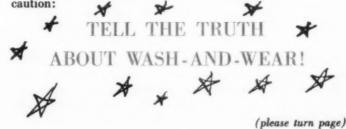
Word it any way you wish, but this is the strongest appeal Wash-and-Wear has to offer.

It should be hammered home not only in ads and windows, but in displays throughout the store, wherever this type of merchandise is for sale, and at all major traffic points such as elevator-fronts, rest rooms and restaurant lobby. You can also use this theme as the focal point for a fashion show in your restaurant or auditorium.

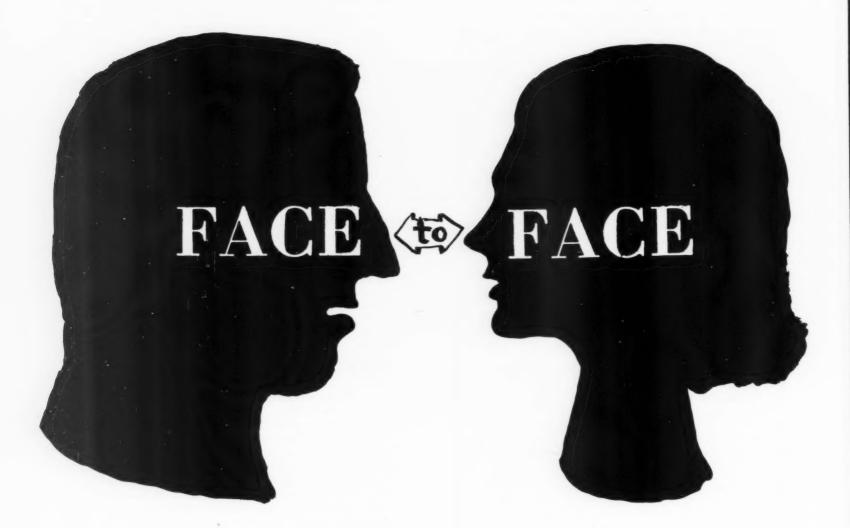
If you wish to stage a big communitywide promotion, you can work with the Fashion Editor of your local newspaper. With her cooperation and publicity backing, you can stage a major fashion show of Wash-and-Wear merchandise in a local auditorium; she can follow up the show with photos and stories about the merchandise. Most communities are charity-minded; therefore we suggest that you secure the sponsorship of your local Community Fund, Red Cross or another major charity, with all net proceeds from the admissions to be donated to the sponsoring charity.

If your store has an auditorium, you can stage a whole week of interesting events built around this merchandise. Each day you can devote the showing to a specific type of Wash-and-Wear goods; for women one day, for children one day, for men's wear and so on. Invite Home Economics teachers from local schools to be guest speakers; get demonstrators from home laundry equipment manufacturers (they're available for the asking).

The promotional possibilities for the exploitation . . . and sale . . . of Wash-and-Wear merchandise are broad enough to utilize every bit of your imaginative powers. But again we caution:



FACTS to tell the consumer



The individual who signs the checks for Wash-and-Wear merchandise, who okays the newspapers ads featuring this goods, knows these things:

- Wash-and-Wear had an immediate selling impact on his customers.
- 2. Wash-and-Wear advertising brought women, particularly, into his store.
- 3. A percentage of the women who bought so-called Wash-and-Wear merchandise brought it back with a demand for a refund. The pennies it cost his store to pack and ship the merchandise back to the manufacturer were unimportant compared to the illwill generated among these customers.

What are the facts about Wash-and-Wear today? How far can responsible retailers permit buyers, advertising people and salespeople to go in making statements and giving assurances? What safeguards can stores take against bringing in merchandise which might prove costly in the long run?

These are management problems because, unfortunately, too much was claimed too soon in all markets; not because of dishonesty, but because insufficient testing had been done to determine these facts.

In the following pages we cover the aspects which every merchant should know, together with suggestions for the proper dissemination of the information to the personnel concerned.

There's many a slip between the looker and the sales-slip. It is therefore essential, almost vital that when you do bring satisfactory Wash-and-Wear merchandise into your stocks; when you do set up effective advertising in all forms . . . the salespeople must not only be informed but somehow inspired to learn the facts about your merchandise, and then impart them interestingly and persuasively to your customers.

First, there is the matter of getting the right and specific information to your workers. It is easily conceivable that right within the same set of shelves or racks you will have merchandise which delivers certain performance standards and not

CAN YOU ANSWER THESE QUESTIONS ABOUT WASH AND WEAR?

(See pages X, XI of this section for the

correct answers. Allow 5 points for each; a score of 70 or better is excellent.)

What is a resin finish, and how is it applied?

What is crease-resistance?

What is a permanent pleat?

At what temperature should Wash and Wear cottons be washed?

At what temperature should they be ironed?
 How do Wash and Wear cottons differ from synthetics?

Are all synthetics Wash and Wear?
 What are considered trimmings in dresses? in shirts? in suits? in lingerie? in bedspreads?
 What is the difference between Wash and

Wear and Drip-Dry?

What is meant by tensile strength?

What is meant by tensile strength.

What is meant by abrasion?

☐ How does soap differ from a detergent?

What safeguards must be taken against shrinkage in washing?

What construction features are necessary for Wash and Wear?

☐ What manufacturing safeguards must be taken?

☐ What is meant by color-fast?

☐ What is chlorine retention?

What does chlorine do to the chemical finish in Wash and Wear goods?

How important is fading in Wash and Wear merchandise?

others. It is wrong, therefore, to give your salespeople general information. One dress may have a completely washable belt; another may have a most attractive belt of a fabrie or other material which should never be thrown into a washing machine. Obviously it is wrong, therefore, to give salesclerks the impression that both dresses are completely Wash-and-Wear; when they pass on this information to their customers, dissatisfaction and returns must result.

It is our suggestion, therefore, that whether the buyer or the personnel training people do the indoctrination, it should be done with actual samples of the various types of goods you plain to promote; that the specific performance qualities of each be explained in detail; and, if possible, each clerk should receive a small notebook containing the essential information concerning each item. There is no question that this costs time and money; but it costs far more time and money to sell an article and then have it come back for credit.

The second important point is that your sales staff must be convinced that they can make more money by doing a good job with Wash-and-Wear. Money is still the greatest motivating influence in sparking sales enthusiasm. You must point out to the clerk that Wash-and-Wear has a great natural appeal to the public; that it sells easier and faster; that big-

ger salesbooks can result; that your store carries sufficient variety in this classification to satisfy virtually every need and taste.

At the same time, the need for accuracy and informativeness must be stressed. The clerk knows all too painfully what it means to lose part of her earned commissions because of returns. The appeal, therefore, must be on the basis of selling-that-stays-sold.

In addition to whatever steps your sales training department takes in educating the clerks, we are firmly in favor, this once, of holding departmental meetings, forums, clinics or whatever you wish to call them . . . on the subject of Wash-and-Wear. Whether these meetings should be held before store-opening or after; whether it is advisable and practical for you to hold a series of breakfast-meetings; whether you can obtain the assistance of outside authorities to speak before your clerks, and answer some of their questions . . . this is merely a matter of mechanics. The important thing is that you must realize the gravity and urgency of the situation; and that you, as the head of the store, must see to it that such meetings are held.

Again, from the chart in this section, your buyers and training personnel can gather a great deal of factual material. Again, we suggest that they garner additional material concerning specific merchandise from the manufacturers' and mills' hang tags. Again, we suggest that you invite qualified experts from home laundry equipment companies to stage actual demonstrations as well as make talks.

And above all, we recommend that whatever educational steps your store takes, they be directed specifically toward the actual goods each clerk will be called upon to sell. Leave generalities out of the operation entirely; and for this reason, we suggest that the series of meetings be broken down so that each includes only those salespeople who will be concerned with the merchandise in point.

If your store subscribes to this technic, you might have every clerk wearing a large button inscribed:



Banners, signs, sign-toppers can all carry this slogan. The cumulative effect will pile up enormous customer-interest; and you know, as a practical retailer, that goods asked about is half-sold.

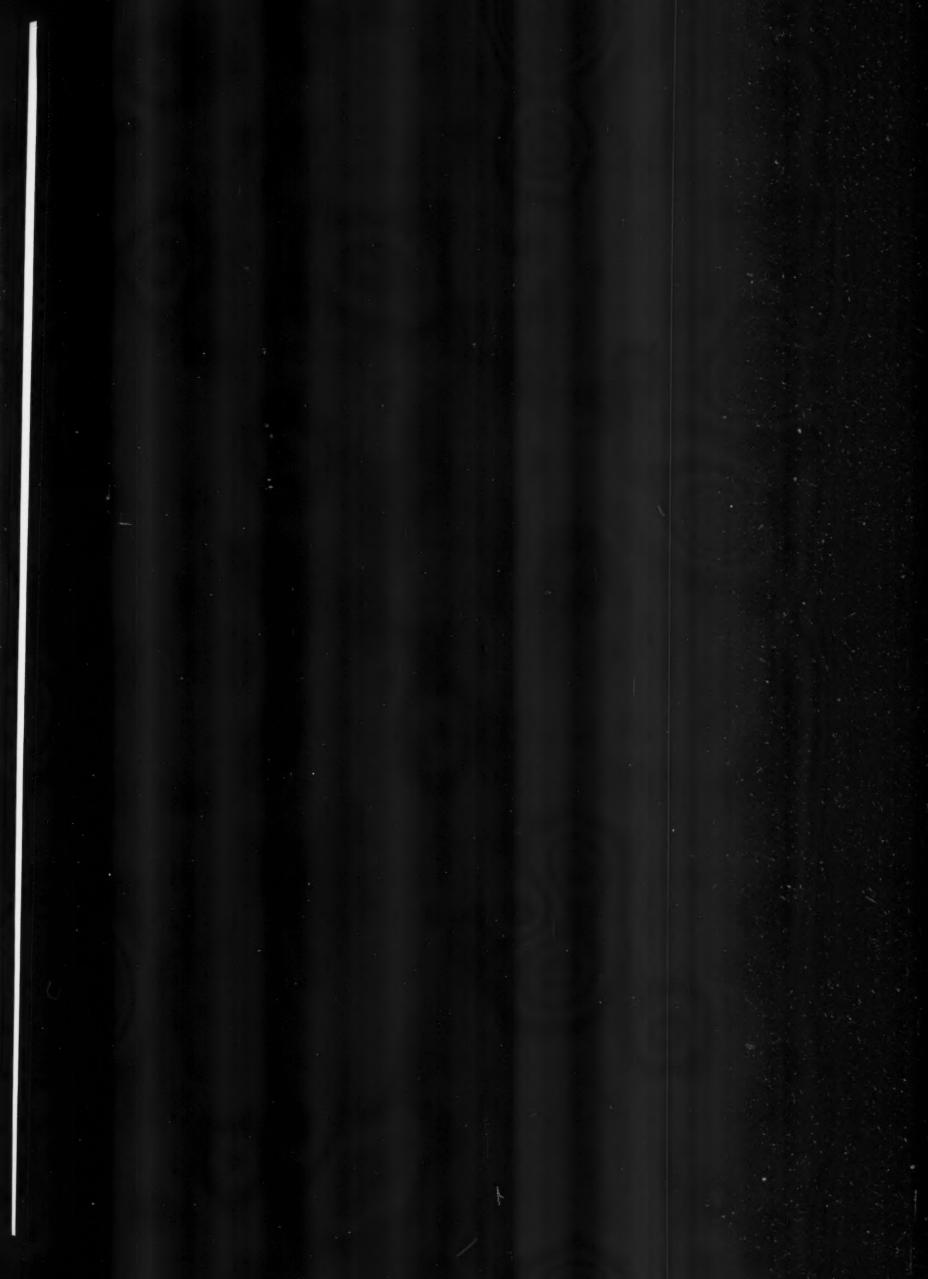
Button up your selling phase, and you will have a profitable as well as sizeable operation with Wash-and-Wear. —END.

Reprints of this Wash-and-Wear Section may be obtained at \$2.00 each by ordering from American Fabrics, 152 E. 40th St., New York 16, New York, Valuable for training personnel in mills, finishing plants, manufacturing and retailing (50% discount on 25 or more).



WASH AND WEAR

Economic opportunity of our lifetime . . . because it fills a most definite consumer need.





Stephanie Cartwright

One of the many nice things about Stephanie Cartwright of Couture is her philosophy that the lamp of learning can remain bright only as it is passed from hand to hand. Her scholarship at Parsons School of Design enabled her to go through Europe to further her interest in textile design, now that she has attained the pinnacle she herself gives a similar scholarship today. Thus, just as she was enabled to bring her own youthful zest and enthusiasm to textiledom, she helps to keep the rich red blood of the younger generation flowing into the industry's veins.

Miss Cartwright believes, and shows in her own designs, that there can be a gainful intermarriage of European and American design. The work is one of discerning what is adaptable to our tastes and needs, without losing the precious subtlety and sophistication of France and Italy. Over there, women select a pattern mainly on the basis of what is chic; in America, the same woman selects on the basis of what enhances her own individual personality and appearance. This goes in color as well as in design. And because our own market separates itself into numerous important segments such as juniors, sportswear, formals and others, Miss Cartwright designs a specific pattern to suit a specific functional purpose.

Too, the vast preponderance of silks in Europe is strictly for the upper-level class. This is not true in America; here even the office girl can afford to wear silk. Therefore our silks must be designed and constructed to meet all of the various income-level needs and tastes.

Part of Miss Cartwright's strength lies in her ability to foresee trends. Several years ago she was noted for her adaptation of certain colors considered fashionable in home furnishings which she felt would be as well received in apparel; and so her collection introduced shades such as vivid orange and yellow... both of which have attained widespread acceptance in the past two years; she then added the upholstery blues and greens which American women thought flattering to themselves, and they too have taken hold in apparel.

Her line, each season, is strong in polka dot designs. She has always felt . . . and proved . . . that the right polka dot pattern makes every type of woman look smarter. The designs and spacing may change from year to year; the essence of the polka dot pattern is always obvious.





Inspired by a knitted sweater, Stephanie Cartwright designed this all-silk surah. It is highly indicative of the direction in which she is going.



Her national travels bring Miss Carlyle face to face with your ultimate consumers. The questions they ask indicate some of the information the industry is neglecting to disseminate.

Q. WHY DO I SHUDDER AT THE IDEA OF WASHING MY HUSBAND'S SUIT?

A. From now on, you don't have to. Beginning with the types of fabrics, trimmings and even to the buttons, if your husband's suit comes from a reputable store, it will machine-wash perfectly; in most cases, all you need after washing is to put the suit on a wooden hanger, be sure the collar, cuffs, pockets and trouser cuffs are straight... and let the suit dry into shape. The same goes for your cocktail dresses. Of course, if you and your husband are super-finicky, a little light ironing will do no harm.

Q. ARE ONLY THE CHEMICAL FIBERS WASH AND WEAR?

A. By no means. Read what the hangtag says; then if in doubt, ask the salesclerk in the store. Generally, what confuses most women is that, after washing, they hang the garment badly; then, when the sleeves or the collar pucker, they blame the cloth. Take care in hanging, and you should be perfectly happy with your Wash and Wear garments.

Q. I FIND THAT DIFFERENT GARMENTS WITH PRESUMABLY THE SAME FIBER CONTENT DON'T ALWAYS ACT THE SAME. WHY?

A. Because 65% Dacron-35% Cotton in a good weave will definitely give you better Wash and Wear performance than the same percentage-blend in a sleazy construction. Then, some cottons may have a substantial chemical treatment, whereas others of the same construction may have been given a cheap finish which will soon wash out. Remember that a 1917 motor in a 1958 Cadillac hood won't give you the results you expect from today's Cadillac.

Q. WHEN A HANGTAG SAYS "VAT DYED", DOES THIS GUARANTEE COLOR?

A. If the color is really vat dyed, it will retain its true clarity until you scrap the garment. No color application is actually permanent; all you want is that the color will remain true for the normal lifespan of the merchandise, and vat dyed colors assure you of this.

Q. DO ANY SILK FABRICS COME UNDER THE WASH AND WEAR FLAG?

A. Yes, some do. But when you invest in a silk gar-

ment, our suggestion is that you wash it by hand; or, if it is a fancily trimmed affair, have it drycleaned by a good cleaning establishment.

Q. DOES STARCH AFFECT WASH AND WEAR GOODS?

A. It shouldn't, in any way. Just be sure you use the proper amount of starch, and then wash the garment as you would any other.

Q. WHY ARE SOME COTTON FABRICS EASIER TO TOUCH UP THAN OTHERS?

A. Again we come back to the quality of the cloth.

A good cotton should dry right into shape; a sleazy one will not stand up firmly and smoothly without ironing.

Q. I MISS THE SMELL OF A FRESHLY IRONED SHIRT OF BEDSHEET.

A. There was something nice about the smell, I agree. On the other hand, I find great compensation in the fact that we don't have the backbreaking chores our grandmothers had to face every week; no more boiling big kettles of water, no more tedious stirring and wringing, no more pinning up baskets and baskets of things on clothes lines. I think it's a good exchange, don't you?

Q. WHY DO DISH TOWELS HAVE TO BE IRONED AFTER WASHING?

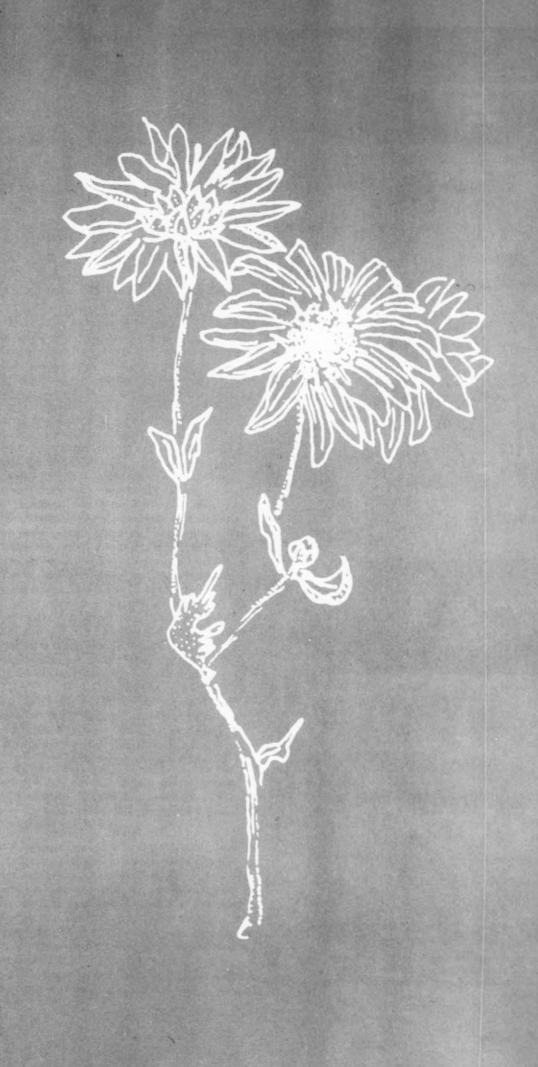
A. They function best if they have no chemical finish which would affect their absorbency. With a Wash and Wear resin, you lose much of the absorbency in order to gain quick-drying. So iron your dish towels.

Q. DOES THE WASH AND WEAR CHEMICAL AFFECT A FABRIC'S DURABILITY?

A. Yes indeed; it makes the fabric more resistant to abrasion, and thereby adds to its lifespan.

Q. IS ANY ONE TYPE OF SOAP BEST?

A. No. Different brands of soap and detergent are ideal for the different types of fabrics and articles. Look at the washing instructions carefully before you buy. Above all, be sure that all garments are fully rinsed, otherwise drying will take longer, and a slight haze or scum will dim the colors.







Muskrat blend with the loop of mohair; the raised weave with its deep green and purple color tones; distinguish this Stroock fabric designed by Marianne Granville.

Marianne Granville

Seven years ago Viennese-born Marianne Granville brought to Stroock the cumulative taste and culture she had amassed during her lifetime. As a lady of leisure, travelling much, she had plenty of opportunity to observe what was good fashion and what was not; what was sought by women in various economic and social classes, and what was taboo. When Mrs. Elsie Murphy was ready to turn over the reign of creative styling in preparation for moving up to the presidency, she sensed that a woman with Mrs. Granville's rare combination of background and imagination would pick up swiftly and efficiently where she had left off.

Not that Mrs. Granville was completely a novice in the field of fashion manufacture. For some time all of her clothes had been procured from Mad Carpentier; and in numerous instances Mrs. Granville herself dictated the lines, the fabric and particularly the color. Later, when circumstances required that she earn her own living, she made an arrangement with Mad Carpentier to sell her creations in this country; and at the same time she represented Rodier in fine fabrics.

In her work at Stroock Mrs. Granville starts with the premise that the most important objective is to produce a fabric which will be liked; she therefore plays with yarns, colors and weaves until she is satisfied that her new idea is right. Only then does she concern herself with costs; for she feels that a skillful technician can always manipulate cost factors so that the mill can produce the cloth profitably . . . and still retain its essential attraction.

Her concepts for the future are these: bolder and bigger patterns and colors . . . mohair alone or combined with nylon . . . linen combined with wool . . . and the knitted, lacy and loopy looks. Significantly, her own predictions parallel those of the best European collections.



Howard Ketcham's penetrating study:

Color Complacency is Costly

Foreign fabrics have long been among us, and now the high-pressure reconstruction of industry in Europe and the Far East has put new, low-cost and efficient production methods on the team of the foreign manufacturer. This means that the American market is going to see more foreign textiles; better foreign textiles and cheaper ones. What it may not see is more foreign textile sales, for as this is written the great majority of foreign manufacturers are showing a notable lack of information about what the American market wants. This lack of information shines out most in that crucial determinant of fabric sales: COLOR.

Color ignorance can do an effective job of putting an exporter out of business. Let's look at some examples, not all drawn from the textile field, but good smoke signals of export color troubles nevertheless.

— An American and a British company, turning out virtually identical products, were slugging it out for the South American flatiron market. After running iron-and-iron in sales for many months, the American firm switched the color of its flatiron handles to red. The red appealed to the Latin temperament of the market; within six months the American irons had knocked their British cousins out of business.

— A European woolen mill, looking for a chunk of the American market, circulated sample striped mufflers in school colors to college community clothing shops on the eastern seaboard. The mufflers were well-knit, carefully-made, and their color combinations were handsome. Not an order came in. For although the combinations were good, the colors were not — the firm had gone by color names instead of matching their yarns to the actual school colors the mufflers were meant to reproduce. The mufflers looked wrong and the merchants refused to buy.

— A European sports car manufacturer is currently snapping up a huge amount of American sales. His cars are economical, mechanically precise, and well-designed. But their colors are so bad that many of his customers are repainting the cars fresh from the salesroom floor. That manufacturer's booming sales are going to last just so long as he keeps his mechanical advantage. As soon as one of his competitors comes up with as good a car at as attractive a price and in better colors, he is going to find himself watching an awesome dip in his sales curve.

— Another European sports car manufacturer, this time in the luxury class, has a good color line. That is, his colors are harmonious and attractive.

(please turn page)



Color Complacency is Costly

(Continued)

But he is selling 49 colors for just the three models of car he's exporting to this country. That doesn't make good sense. The modern trend in American car design is not towards a rainbow of color but towards compatible color—towards the fewest number of harmonious and attractive colors giving us the greatest number of marketable color combinations.

[Editor's note: Mr. Ketcham's firm has been developing compatible colors for domestic-built cars—we're now working to produce similar colors for this overstocked-in-color foreign manufacturer.]

WHY DOES THIS HAPPEN? Why does color give the exporter so much trouble? There are three reasons:

1. The exporter lacks information about the extraordinarily varied influences which determine America's color wants. Our color preferences come from varied sources, some of them foreign themselves. Couturiers, piece-goods manufacturers, department stores, magazines, Mrs. Harrison Williams and a Broadway musical — all of these help determine what colors American buyers want.

2. The exporter — because of his distance, limited U.S. facilities and language difficulties — lacks accurate market information. The color determination factors we mentioned under reason number 1 (above) go into the hopper of the marketplace. What the seller of color is interested in is what comes out of the hopper — the consumer's color wants.

Domestic firms spend millions of dollars a year probing that marketplace. The tools of survey, interviewing and polling, the complex analysis of motivational research, all these are in the workshop of the domestic dispenser of color. But the foreign exporter does not use these tools to



ABOUT HOWARD KETCHAM;

The author of this article, Howard Ketcham has had successful and diversified experience with many leading firms from coast to coast and around the world. Plastics, paint, metals, fabrics, building materials, paper, porcelain enamel, glass, wood and leather have all come within his scope. His work is seen in today's cars, railroads, ships, planes, building projects, shopping centers, homes, supermarket chains, variety stores, department stores, service stations, hospitals, schools, banks, funeral homes, offices, libraries and factories, as well as on many types of merchandise and packaging. All these have profited from his dramatically effective styling innovations created for the American market.

the same effectiveness as his American competitors. My own firm, for example, has conducted detailed color surveys for the manufacturers of such diverse products as tooth-brushes, paints and automobiles. Although each of these products faces foreign competition in this country, I've yet to hear of one of those foreign manufacturers exploiting such factual color information to his own profit.

3. The exporter, consciously or unconsciously, chooses his colors within the cultural framework of a set of color taboos which may be very different from those in this country. There is another foreign car manufacturer, for example, who dresses one of his models in a shade of olive drab which is popular in his own country, but which has been poison in the American market for years. His sales reflect it. A second and well-known pre-war example is the American oil company which painted its gas stations in Chinese areas white. To him, the white implied (as it does in this country) cleanliness; everybody, he reasoned, succumbs to the selling power of a clean-looking gas station. Regrettably white is the color of mourning in China. Chinese car owners took one look and saved their yuan to succumb to gas stations painted some other color.

Some exporters have produced some startling solutions to this triple problem. A few have tried the hit-or-miss technique of manufacturing all sorts of colors in the hope that one or another of them will catch the market. This approach incorporates the same economics one finds in shooting at flies with a shotgun; the odds on missing are pretty good and the expense a wee bit heavy. Dealers are reluctant to load their inventories with a rainbow of colors which didn't happen to sell. Just as bad, colors that do sell tend to get lost in the ultimate consumer's eye among those that don't.

Other exporters have hung up their shotgun for a bazooka — blasting into the market with just one color on the theory that if they get enough of the color onto dealers' shelves, people will like it. American color preferences are shifting, and variable, but not that variable. It takes more than a wholesale injection of one product into the huge American market to modify color preferences. Last Christmas a foreign manufacturer tried this headlong approach with some bilious green tree ornaments. Unless tastes radically change, he has enough of the ornaments left to try the same approach again for many Christmases to come.

Obviously, the correct approach for the foreign manufacturer who wants a slice of the American market lies somewhere in between. Too many colors won't work. Neither will too few. What will work are the *right* colors and good timing, and that leaves our exporter with the problem of finding out what those right colors are. The fact that it takes two months to produce yarn-dyed fabrics and only two weeks to finish piece-dyed fabrics further complicates the picture.

So far i've been giving examples of exporters misusing color, but to balance the picture, here's the story of a foreign firm which knows how to use color correctly — a firm which has exploited the selling power of the professional color engineer's skills we've just discussed.

The American Enka Corporation, a Dutch-controlled firm with huge facilities in this country, manufactures color-fast, solution-dyed rayon yarn of superior strength and high tenacity. When Enka started selling to the American market, it had yarns of superb quality, but it lacked American color know-how. Enka turned to us. For Enka, we develop compatible colors and colors geared to specific fabric markets like automobile, home furnishings and apparel. We have produced accurate and descriptive color names, favorable display-background colors for color card swatches, and

have drawn on our knowledge of merchandising to help Enka promote its effective colors in the principal markets it wanted to reach. Enka is now competing firmly with domestic companies. One wonders how strong that competition would be if Enka had not taken advantage of professional color help.

— The visual mechanics of color. I call these color's "nuts and bolts." Some colors, for example, are warm. Some are cold. Some are advancing, some receding, some exhilarating, some depressing. Some convey the feeling of freshness; others of age. Some look buoyant and airy; others are heavy and ponderous. Some are cheerful; others are bleak. Some are enervating; others are grouchy. Each of these color attributes is a color fact the manufacturer has to have at hand before he decides what colors are appropriate to the products of his looms, spinners, stamping

presses or lathes.

- People's wants in color. These are factual too. Put a line of women's blouses on the market, and you will find that so many women want yellow, so many blue, so many pink, but very particular variations of yellow, blue and pink; just any old shade won't do. How do we find out what these wants are? We ask people. The color survey is a specialized technique; it combines our knowledge of the mechanics of color with the modern methods of sampling opinion. The color survey probes public color opinions in the market the manufacturer wants to reach. Instead of ten colors which won't sell, the survey can find him three colors which will.

- The physical attributes of certain colors. Some dyes fade. Some pigments will not stand up in sunlight. Some plastics will muddy certain colors. Color planning is useless unless the manufacturer is in business - his products sell not only on appearance, but on durability, wear, colorfastness. If the color engineer prescribed colors without considering the bread-and-butter consideration that these colors have to go out into the marketplace, he would be doing manufacturers a disservice. But he doesn't. The physical attributes of color — the characteristics of dyes, fibers, paints, plastics, and the whole kaleidoscope of col-

oring agents are his stock-in-trade.

Americans buy color. They will pay fifteen dollars extra for a certain colored IBM typewriter, up to ten dollars extra for a colored telephone, sometimes two hundred dollars extra for a custom color for their car.

What this all adds up to is that if a foreign manufacturer plans to deal in color on the American market, he had better get professional American color guidance and get it fast, or he'll find himself at a woeful competitive disadvantage. And remember, the wrong fabric in the right color is always more salable than the right fabric in the wrong color.

At this point my domestic readers are presumably brandishing their Dictaphones. "Come off it, Ketcham," I can hear them say as one. "Our costs are higher, we pay our people more, we give 'em better working conditions, and now you're telling our competitors how to knock us out of the market. We've got it bad enough as it is."

I don't agree. American industry has always had something to offer to foreign competitors besides trade barriers. And with the American economy what it is, I'm convinced that there's room for both domestic and foreign products on the American Market.

Furthermore, you there with the Dictaphone, remember you're a lot nearer the market - and a lot nearer to the services of the color engineers and consultants, too.

From: The Publisher

To: The Editors

Re: Motivational Research

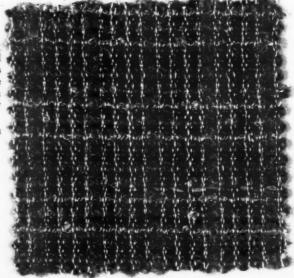
In recent years I have observed that major industry in all fields is deeply interested in the subject of Motivational Research, a clear understanding of the psychological forces which compel people to move in one direction or another. As a matter of fact, in my personal dealings with the responsible executives in textile companies both here and abroad, I have found not only an understanding of this subject. but a number of instances wherein the companies have put motivational research to work, and This suggests quite gainfully. two assignments which I would like covered for the benefit of our readers:

- 1. A feature story indicating how the textile industry can best use motivational research to help minimize costly guesswork and the resultant markdowns; this automatically suggests conversely that by knowing more accurately in advance what people are apt to purchase, the mills can do more business at a better profit ratio.
- 2. Our readers should also be led to understand that, parparticularly in textiles and textile products, Color is unquestionably one of the strongest motivational buying factors insofar as the consumer is concerned. Howard Ketcham's articles. which appear in American Fabrics, lay great stress on the necessity for sound color predetermination, and ways in which our industry can obtain the right information sufficiently far in advance to capitalize most fully. By now I am sure that our readers know that Mr. Ketcham's reports and recommendations are based on accomplished and proven case histories; while he is continually working in many industries, what he has done for a number of textile firms is indication that many more can utilize this type of advice. - WCS



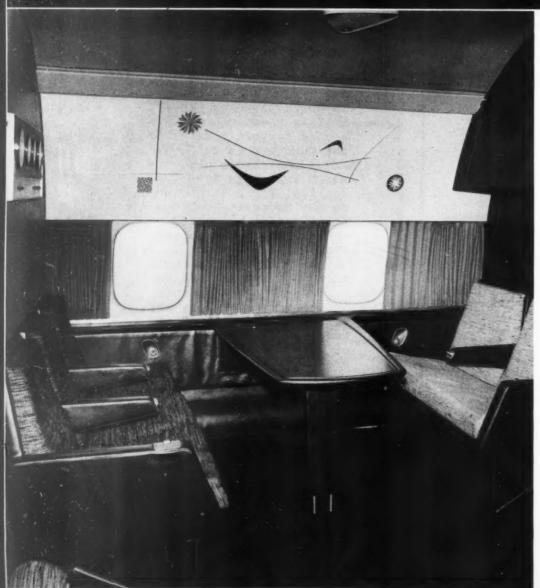
To secure the desired texture hand, bulked nylon yarns were used for the fabric. Qualities of hard wear and appropriate weight were prime factors in the choice of yarns. Spun yarns rather than filament yarns helped greatly to give a combination of desirable effects.

Fabric shown, courtesy of Collins & Aikman





FABRIC STRATO-FASHION FOR THE NEW JETS



Two years from now you will be flying in DC-8s outfitted with a new Fabric

When the new DC-8s take off in 1960, they will be things of beauty as well as speed and comfort. From nose to tail they will be the epitome of good engineering and good fashion. Long aware of the motivational force of interior coloring in creating a feeling of quiet and security among passengers, the aircraft's designers devoted great effort to achieving a color scheme to contribute this effect.

At this point the Collins & Aikman technicians went to work. It was their assignment to translate the designer's ideas into practical form: into a fabric which would retain the creative element, and yet meet the functional and economic requirements of airplane maintenance. The fabric shown on this page became the final choice. Collins & Aikman experimented first with numerous fiber types and blending; but ultimately found that the decorative as well as the functional aspects were best met with this blend. It combines 100% pre-dyed novelty boucle fibers with Tycora yarn. While this particular fabric is a blend, future aircraft fabrics will be woven of 100% Tycora, which is a modified continuous filament polyamid fiber.

Clean-lined modern decor of the Douglas DC-8 jetliner, whose spacious interior is shown here for the first time. Tasteful color is in keeping with simple design theme.

the STORY of J. P. STEVENS

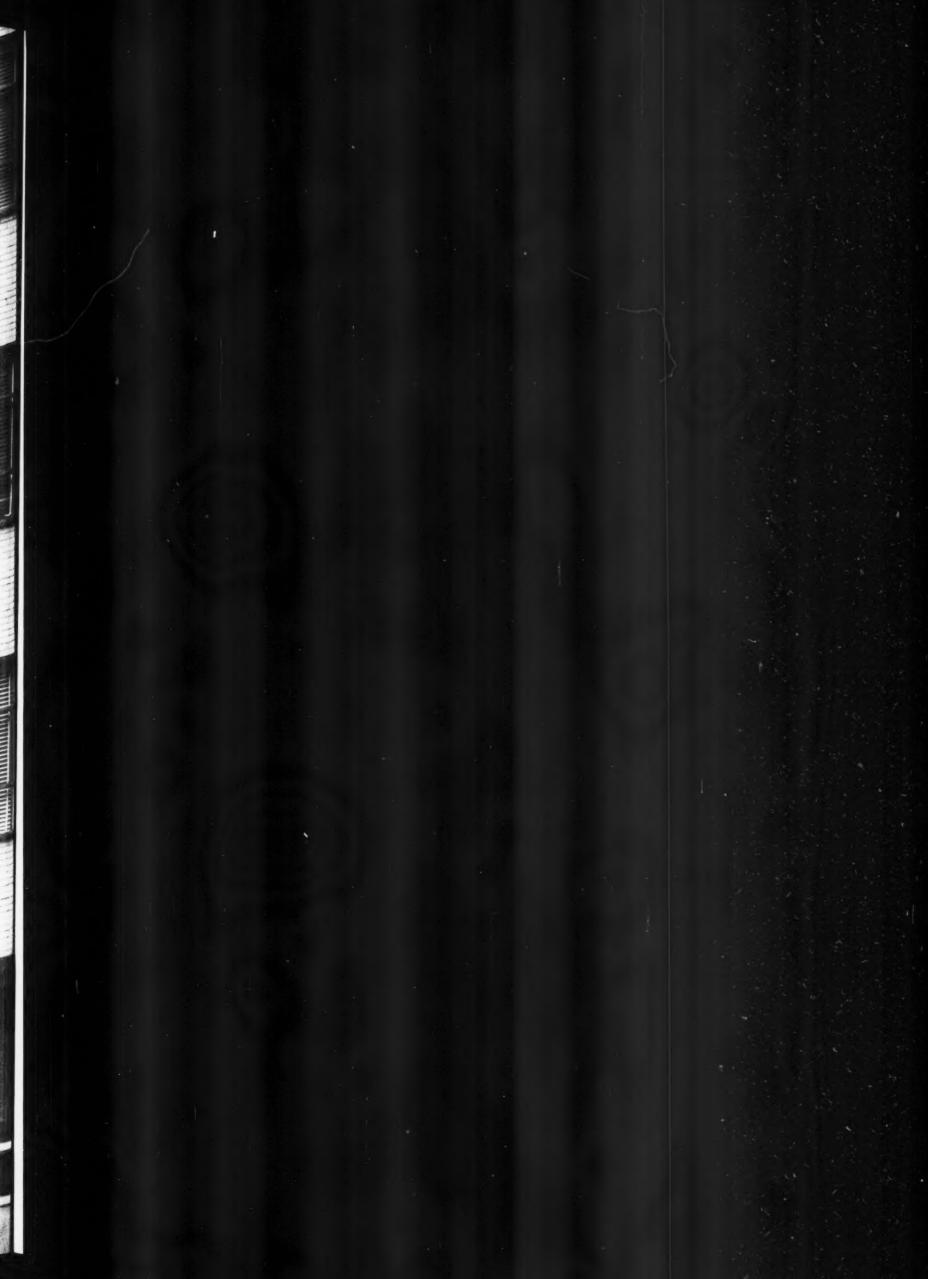


A giant among industrial giants, the Stevens operation is an example of American enterprise and integrity. From its inception 145 years ago in a tiny New England mill, inspired family leadership and hard work have developed an enterprise whose plant investment alone touches \$200,000,000; whose sales top \$400,000,000 annually; whose products embrace practically every fiber which man and nature yield.



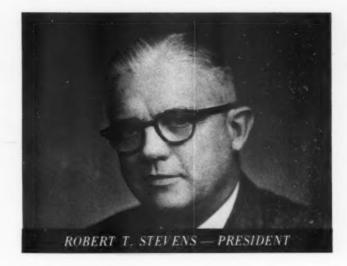
TAKE TIME... to MAKE a Better Yard of Goods











The beginning of the Stevens story

The entire Stevens organization feels that the past 145 years have merely been a readying for future development. Eyes and minds are keyed to future new fields which must inevitably be opened by advances and inventions in technology. Equally dominant is the deeprooted and ingrained belief that the company can grow and must grow on the solid bedrock on which the founders built.

Thirty-seven years after the signing of the Declaration of Independence, and in the midst of America's second war with England, Nathaniel Stevens and two partners bought an old grist mill in North Andover, Massachusetts, and started the manufacture of woolen goods. From that day to this, over a span of 145 years, not only have the policies of the Stevens family been held steadfast; but the direct operating heads of the company have been direct lineal descendants of the founders.

In many lands, and in many companies, the traditions of a family business have been handed down from father to son and from father to son. In the instance of the vast Stevens enterprise more than tradition has passed from hand to hand: adherence to the basic fundamentals of the business established in 1813

These fundamentals are, in themselves, simple and common enough. It is in the application that the Stevens family has made them stand forth; and it is in today's gigantic textile empire which spreads two-thirds of the way down the East coast that the wisdom of adherence to the fundamentals evidences past worth.

Starting as a producer of woolens, it is understandable that wool is close to the hearts of the Stevens family. It is treated with the respect it deserves; its virtues and shortcomings are equally and coolly appraised; its various woolen divisions turn out what the Stevens name has always dignified . . . a yard of goods. Yet, notwithstanding this warmth of feeling, this affinity for wool, Stevens today not only manufactures fabrics of every known fiber, but is well in the forefront of experimental research and development of new fibers, and new ways to use old fibers of all types.

The company runs the full gamut of price categories. But be it a de luxe fabric in a precious Forstmann wool or a low end cotton cloth for collar linings, the priceless ingredient is always the Stevens policy of turning out a yard of goods. This, in the vernacular of Worth Street, is the supreme accolade; acknowledgment that the fabric is an honest value for the money.

This is in essence the basis of Stevens; it has been thus for 145 years; and it will remain thus for so long as the company remains in business. It is, in a sense, exemplified by the imposing

new clock on the inspiring new Stevens Building in midtown New York; a clock which is more than a teller of time. It is a silent and perpetual reminder to both employees and customers, of the underlying philosophy of Stevens: TAKE TIME ... TO MAKE A BETTER YARD OF GOODS.

Bigness of itself, in any sphere, is never the solution. True, to attain size a company must have underlying and inbuilt strengths; and of these Stevens has many. But the textile world has seen instances wherein a company has grown both topheavy and musclebound because of its size. Why do these companies ultimately crumble? Conversely, why has Stevens constantly grown, and gained through its increased stature? These are questions well worth pondering, not only in this industry but as an object lesson in any field.

In primo, Stevens has never expanded an existing phase of its business, or moved into a new phase, without certain pre-assurances of performance. Top management has asked itself:

- a. Is this a field in which future growth can be attained?
- b. Is there a reasonable assurance of a reasonable profit?
- c. Does our organization now have the qualified personnel to supervise and direct this new undertaking?
- d. Can we, if need be, obtain the right personnel?
- e. Can we produce a good yard of goods?

Only if and when all of the answers were positive would Stevens move into an expansion. To be a jack of all trades, under the most favorable selling conditions, is one thing; to be master of none is alien to Stevens thinking. Temporary expediency never built anything enduring; and in the long history of Stevens every stone has been added to the edifice for permanence and strength.

Within the physical limitations of the following pages we will portray some of the activities within the Stevens organization; this is perhaps the best way to convey not only the scope but the infinite and painstaking care with which every minute step taken by any Stevens employee follows the basic precept: TAKE TIME . . . TO MAKE A BETTER YARD OF GOODS.

(please turn the page)



SPECIALIZATION

To gain a swift perspective of the ramifications within the enormous Stevens operation, one need but glance at the labels reproduced at the left. And yet, impressive as this array must be, it indicates only a portion of the total productive capacity of the numerous Stevens divisions and plants. For instance, the rather huge grey goods weaving operation is not represented by these famous labels; and yet many of the very top converters of all types of fabrics buy their grey goods from Stevens.



It should be pointed out, in respect to the relationship between Stevens and its converters, that there has always been a strong and warm bond between buyer and seller. When it was most difficult to supply both civilian and wargoods markets during the war, every Stevens customer got enough grey goods to keep his business going. Stevens held fast to its policy of loyalty; not only did the company refuse to shut off its converters, but at a time when many reputable converters found their grey goods pipeline plugged, Stevens came to their rescue.



This bond between the mills and the converters has led to the development of many new and profitable fabrics. Since the basic strength of a good converter is his ability to create new ideas, his contribution when molded with the creative and technological brains of the Stevens organization has proved of great benefit to both. Thus, over a period of years, the company has developed wheels within wheels, like concentrating on an outstanding 144x76 in cottons. In any one division one will find great diversification of types of fabrics, plus great diversification of talents. And yet, so strong has Stevens become as a volume producer that there is sufficient volume attainable at every point to make that particular operation successful.





STEVENS MILLS DOT THE EASTERN COAST FROM MAINE TO GEORGIA

WOOLEN AND WORSTEDS DIVISION

Dublin, Dublin, Georgia
Franklin, Franklin, New Hampshire
Hannah Pickett, Rockingham, North Carolina
Marland, Andover, Massachusetts
Milledgeville, Milledgeville, Georgia
Nathaniel, Dublin, Georgia
Osgood, North Andover, Massachusetts
Stevens, North Andover, Massachusetts
Tilton, Tilton, New Hampshire
Worumbo, Lisbon Falls, Maine

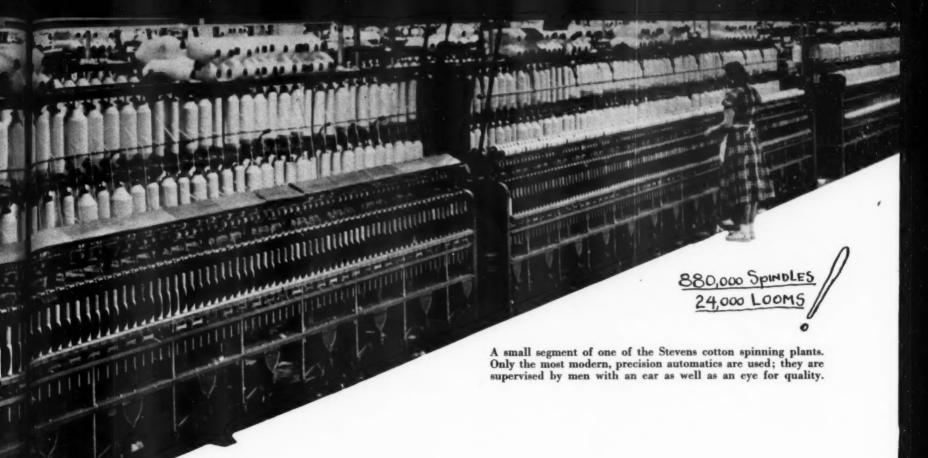
COTTONS AND SPUN FIBERS DIVISION

Apalache, Greer, South Carolina
Appleton, Anderson, South Carolina
Hampton Mills, Easthampton, Massachusetts
Industrial, Rock Hill, South Carolina
Jonesville, Jonesville, South Carolina
Patterson, Roanoke Rapids, North Carolina
Piedmont No. I, Piedmont, South Carolina
Piedmont No. II, Piedmont, South Carolina
Ragan, Gastonia, North Carolina
Republic No. I, Great Falls, South Carolina

Republic No. II, Great Falls, South Carolina Republic No. III, Great Falls, South Carolina Roanoke No. I, Roanoke Rapids, North Carolina Roanoke No. II, Roanoke Rapids, North Carolina Rosemary, Roanoke Rapids, North Carolina Utica-Mohawk, Clemson, South Carolina Utica-Mohawk, Seneca, South Carolina Whitmire, Whitmire, South Carolina

SYNTHETICS DIVISION

Aragon, Rock Hill, South Carolina
Carter, Greensboro, North Carolina
Carter, South Boston, Virginia
Carter, Wallace, North Carolina
Cleveland, Shelby, North Carolina
Delta Finishing Plant, Wallace, South Carolina
Dunean, Greenville, South Carolina
Greer, Greer, South Carolina
Monaghan, Greenville, South Carolina
Slater, Slater, South Carolina
Stanley No. I, Stanley, North Carolina
Stanley No. II, Stanley, North Carolina
Victor, Greer, South Carolina
Watts, Laurens, South Carolina



DIVERSIFICATION

is not DISPERSION

While the dictionary offers the two words as alternates, in the case of Stevens diversification means precisely the opposite to dispersion. The seemingly all-over-the-field variety of Stevens textile products actually points to one interrelated sphere of activity: a comprehensive array of textiles of all types, manufactured to the Stevens standard.

While the initial product of this company, then known as the M. T. Stevens & Sons Company, was woolen cloth, it was inevitable that the family must sooner or later branch into other fibers. In 1899 the firm of J. P. Stevens & Co. was founded by a grandson of the man who started the first Stevens mill. The reputation as well as the volume of the M. T. Stevens mill had grown to such an extent that the new company was set up to act as its selling agent. Again, the Stevens acumen in merchandising soon attracted a number of other good textile manufacturers; thortly J. P. Stevens was representing a selected group of mills manufacturing woolens and cottons in great variety, and the knowledge the firm picked up in its activities as selling agent has since stood J. P. Stevens in good stead. It was knowledge not alone in the field of selling: by intimate contact

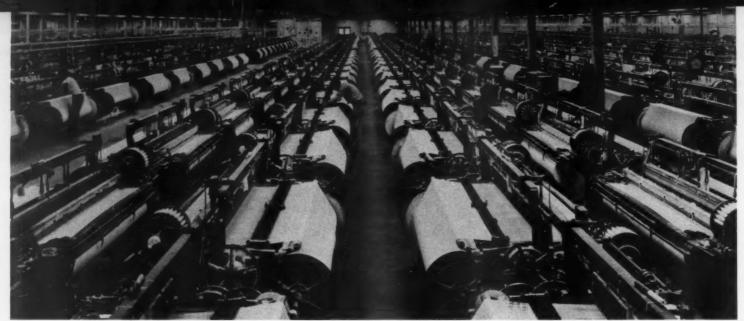
with customers of all types, and in all fields, they amassed considerable knowhow in styling, merchandising, pricing and marketing.

While the original M. T. Stevens company pursued a policy of expansion, J. P. Stevens paralleled them by purchasing entirely, or in substantial measure, a number of mills for whom they initially acted as selling agent. As the new chemical and synthetic fibers came into being, Stevens and its affiliated mills became vitally interested. With an eye to the nation's growing population and purchasing power, the company heads took the viewpoint that there would be a substantial market for all fibers ... providing each could fill an organic need and stand on its own feet.

J. P. Stevens was a pioneer in the weaving of rayon. This was followed with nylon; then, in rapid order, came Dacron, Orlon, Acrilan, Dynel and Fiberglas. In the field of scientific fibers, particularly, Stevens stood in sharp contrast with some companies whose primary interest was to get into the market fastest with the mostest. In some instances Stevens did come first in point of time; but never once did the company's top management permit deviation from its cardinal principle: TAKE TIME . . . TO MAKE IT BETTER. This explains why reputable manufacturers and retailers . . . and the consumer as well . . . have felt not the slightest hesitancy, experienced no qualms in accepting any one of the new Stevens fabric developments, regardless of type or construction.



TAKE TIME ... TO MAKE A BETTER YARD OF GOODS



Part of a huge battery of Weaving Machines



MAXIMUM USE OF IMPROVED MACHINERY

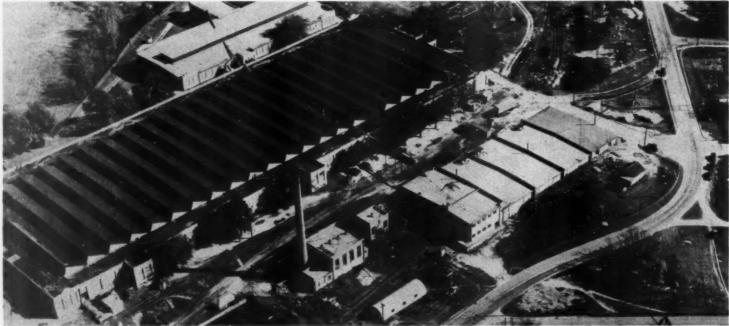
Perfection is made of detail; but perfection itself is no detail. It requires arduous attention to step-by-step processing. The yard of goods you hold in your hand; the window drape your friends admire, the Fiberglas luggage which takes travel punishment laughingly... these are not the end products of a casually run mill. They are the sum total of many years of experience; of training people better to make the maximum use of improved machinery and materials; above all, of dedication to the principle of constant betterment... and unflagging, active interest by top management.

In these pages you will find some of the steps taken in the conversion of raw cotton to finished cloth. Infinitely more processes are involved; but the purpose of showing these pictures is mainly to indicate the specialization-within-specialization which typifies a Stevens mill operation. What cannot be shown pictorially are the essential ingredients of experience and skill which mark both workers and supervisors in the numerous departments.

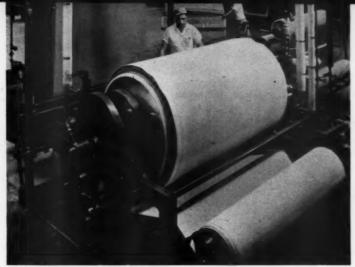
At this point we believe mention should be made of the Stevens program for training. What with advancing age and promotions, in so large an enterprise, there exists a constant need for young men and women to be brought in as replacements and assistants. In one large automotive corporation there is a saying that when the president retires, a new office boy is hired. At Stevens, a highly organized program for recruiting and then training young blood has been in existence for a long time; it has paid dividends to the company in many ways. Applicants are carefully screened for many characteristics besides mechanical aptitude. Once engaged for a particular job, he is assigned to an experienced worker for training in the Stevens methods. He is encouraged to make suggestions, and is rewarded when he makes a contribution.

Machines are important; but it is the men who run them that create the end product for which Stevens is noted. They have every modern type of equipment to work with; they are trained to become adept in its use; and to TAKE TIME... TO MAKE A BETTER YARD OF GOODS.

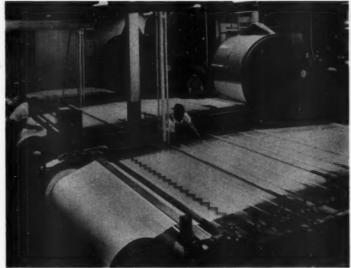
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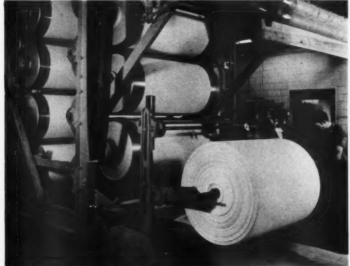
Republic Plant #3 in Great Falls, South Carolina



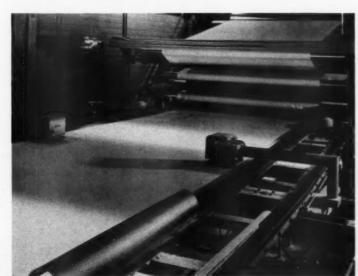
This is known as a Pre-Set Machine



This is a Chemical Slasher



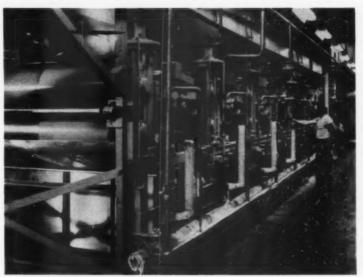
The fabric is dried before dyeing



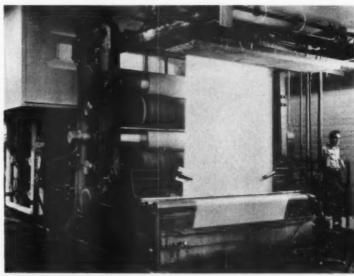
Electric-eye Tenter Frame



Compressive Shrinking at the Clemson plant



Dyeing is a scientific process



A Water Mangle



Dyeing at the Delta Finishing Plant



This process is called Cotton Picking

THE STEVENS STORY STARTS AT GROUND LEVEL



Cotton in the field; wool on the sheep; chemical fibers in the laboratory... this is where Stevens has its first contact with any type of fiber or fabric. It is not considered adequate that paper specifications be laid down in the procurement of the raw materials. Highly qualified specialists are steeped hourly in the vital aspects of all raw material production

It is their job not only to see that the yarns shipped to their

plants meet technical requirements, but to work closely with the growers or manufacturers of these yarns step by step. Because these specialists know their chosen fields, they can and frequently do make sound suggestions for producing and processing the yarns to ensure a better yard of goods. But this is only one phase of their duties; the second, and just as carefully worked out, is the close coordination between the yarn specialists and the mill people.

What results is a constant development of new weaves, new constructions and new finishes...always with the cardinal idea: TAKE TIME...TO MAKE A BETTER YARD OF GOODS.



Twist Twill, the king of twills, is America's favorite heavyduty, 100% cotton fabric for work or play. Delta Finished for clearer colors and smoother texture.

Research is seemingly endless

In different ways, money is spent by Stevens in technological research. This includes ways to produce better fibers, better manufacturing methods, improved quality control and the other important phases which enter into the making of fabric.

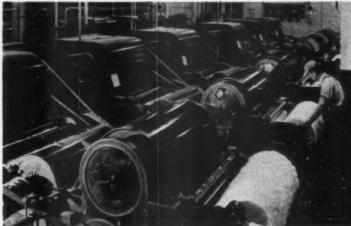
But just as much time and money are spent in researching such problems as design, coloring, marketing, merchandising and promotion... not from the sole viewpoint of Stevens, but for the benefit of its customers and its customers' customers, right down to the ultimate consumer.

The Stevens library of background material, alone, represents a goodly sum of money and literally many years of arduous search. Thus, whether seeking to authenticate a designer's theme for a print idea, a record of consumer reactions to a specific type of cloth, a manufacturer's sewing problems with a specific chemical fiber... the research facilities at Stevens are ready and replete with accurate and inspiring material.

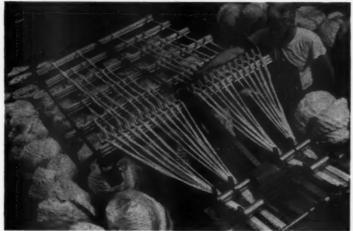
TECHNICAL EFFICIENCY AT EVERY STEP OF THE WAY



Cotton is classified in the plant



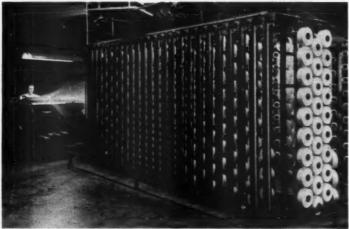
A battery of Cotton Pickers



This is a Pin Draft



This battery of machines is called Slubber



This is a high-speed Warper



Preparing the Warp



Drawing is another important step



Carding in the Clemson Plant



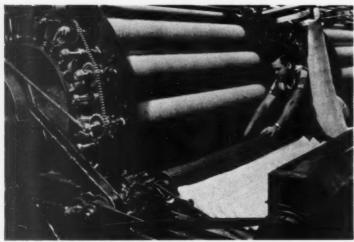
Wool, progenitor of all Stevens fabrics, is still a major phase of the company's operations...

While the company today is a far cry from its humble origin 145 years ago, the woolen division would astonish Nathaniel Stevens. Still synonymous with quality in the field of woolens, the name Stevens today adorns a tremendous variety of wool fabrics. You can best envision the scope of the Stevens variety by noting the labels reproduced a few pages back in this article.

The photographs herewith indicate some of the stages which transform raw wool into the ultimate finished yard of goods.



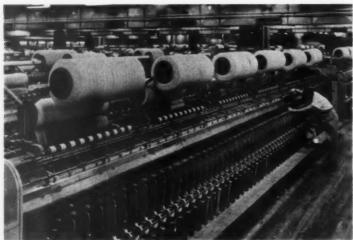
Fibers are blended in the correct percentages



Here is where wool is Carded



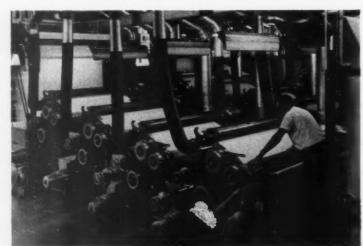
Another view of a Carding Machine



A Wool Spinning Machine



A Beamer in a Stevens woolen mill



This machine Shears the woven fabric

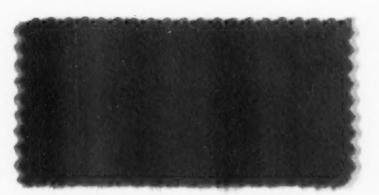


Napping the woolen cloth



Aerial view of the Utica-Mohawk Plant

Multi-stripe *Utica-Mohawk* combed percale with over 180 threads per square inch, yarn dyed in vat colors to guarantee color fastness. Delta Finish process ensures clearer colors and smoother texture.



Only Worumbo weaves the authentic Polo Cloth of genuine camel's hair. It is unsurpassed for quality. Seasoned buyers always make the authenticity test and look for the lengthwise silk threads woven into the reverse side of every yard.



Before fabric leaves the plant, a close and final inspection is made by men trained in quality standards.





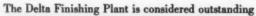




WHY THE CONSUMER TRUSTS THE STEVENS NAME ON FINISHED PRODUCTS

Advertising can make the first sale; the product must create the resale. The fact that Stevens has been alert and progressive in the promotion of its various products has served to persuade people to try them the first time; the fact that Stevens business is ever on the increase stems from the complete satisfaction the products have engendered.

Similarly, the marketing and merchandising of a product can stand up only when the plans are sound for everyone concerned: the cutter, the retailer and the ultimate consumer. In this field the excellence of Stevens merchandising is evidenced by the strong acceptance which meets finished products under the company's label. Utica and Mohawk, as two examples, are household words in the field of bedlinens.







TAKE TIME...TO MAKE A BETTER YARD OF GOODS



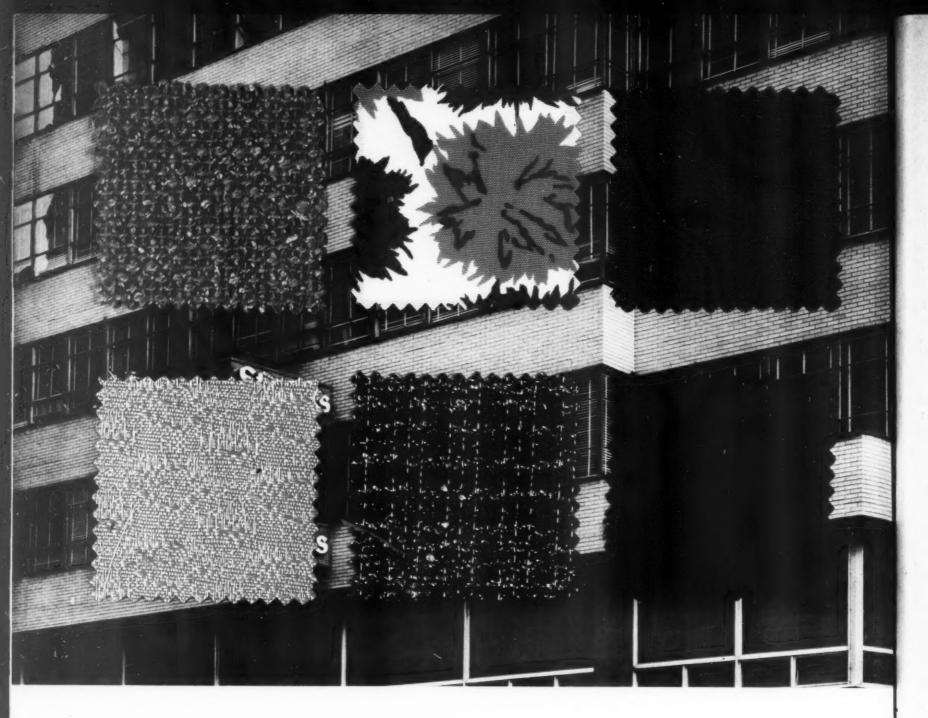
Perhaps one of the most important aspects of Stevens merchandising concerns itself with predetermination of end use requirements; this is followed automatically by engineering specifications to guarantee that a fabric manufactured for a specific end use will stand up to the maximum degree of satisfaction. How much sunlight, and for how many hours, will a window drape or curtain have to withstand? What about colorfastness requirements for an outdoor chair upholstery fabrie? What chemical and construction safeguards must be woven into mattress ticking to avert trouble from body heat and perspiration? What is the proper blend of Dacron and cotton for a completely wash-and-wear shirt? What are the coming decorative trends in bedroom decor, which might open a market for a new line of bed-linens? Will a rain-resistant finish add a valid selling point for the retailer who promotes Worumbo coats?

Multiply such questions many times, and you will gain an inkling of the predetermination research Stevens undertakes in the merchandising of its products. Pricing is important too; with accurate information concerning the cost of manufacturing a yard of a specific fabric, extreme care must be taken to price the goods so that everyone from consumer to mill is happy. At times the company discovers that a generally similar type of cloth is offered competitively at a lower price; in most cases something has been taken out of the fabric. In such instances Stevens stands pat on the basis that you can buy cheap quality, but you cannot buy quality cheap.

This is an attitude which has rightfully gained the respect of Stevens customers. It reflects the basic philosophy which was built into the first mill in 1813; TAKE TIME... TO MAKE A BETTER YARD OF GOODS ●







The Stevens Fabrics shown . . .

Feather-light Spring coating by Hockanum is an interesting blend of 86% wool and 14% silk. The nubby silk highlights the rich tweed effect.

Decorative Fiberglas drapery fabric is 100% washable, requires no ironing; shrink- and stretch-proof, fire-resistant; sunand mildew-proof.

Drip-dry sailcloth by Fuller with crease-resistant finish in brilliant carnation is a new, more feminine look for tailored sportswear.

Metallic yarns add interest to this cotton, rayon and acetate furniture fabric by Simtex. The Scotchgard finish repels oil or water-borne stains and makes this fabric soil resistant.

This new, interesting Forstmann fabric combines 20% pure silk with fine worsted yarns. The result — a clear finish suiting, light in weight and of outstanding quality.

Maggiore Faille is a Stevens Resilient (crease resistant) cotton, which looks and feels like subtle Italian silk. It comes in all the smart new pastels, brights and darks.

TAKE TIME ... TO MAKE A BETTER YARD OF GOODS



American Fabrics

Presents Its Annual Review of

Outstanding News Events in Textiles for the Year

1957

JANUARY

Batten, Barton, Durstine & Osborn, Inc., selected to handle all advertising media for the American Institute of Men's and Boys' Wear, whose slogan is "Dress Right — You Can't Afford Not To!" The enterprise is a multi-million dollar national advertising and public relations campaign. Francis deW. Pratt is president of the Institute.

Botany Mills, Inc., acquired the Smitherman Cotton Mills and related companies, a total of six plants. Purchase price was not disclosed but the current sales total of the group is \$16 million. Eight corporations were included in the acquisition. The group of plants will be operated as a subsidiary of Botany and will be known as Calvine Mills, Inc.

William Pollock, President of the Textile Workers Union of America, announced the abandonment of his "foreseeable future" plan for unionizing the woolen and worsted textile industries. Mr. Pollack stated that the contraction in the two segments of the textile world did not warrant the effort. In 1952, there were 130,000 workers in the industries; today there are only 60,000 workers, a drop of more than fifty percent in the last five years.

Archibald Holmes & Sons, carpet company of Philadelphia, Pa., celebrated its centenary during the year.

Dow Chemical Company, Midland, Mich., purchased a fifty percent interest in the large caustic soda plant, Productos Quimicas Mexicano, S.A. Production will be augmented by fifty percent.

Burlington Industries announced its "Burlite" fabric made by member firm, Hess, Goldsmith & Company. It graces the first lampshade of fashioned, woven Fiberglas to be made available at popular prices.

Kendall Mills, a division of Kendall Company, closed the Slatersville Finishing Company, North Smithfield, R. I. Kendall had operated the plant since 1915.

Celanese Corporation of America announced its new Celacloud, an acetate staple fiber for bedding and mattresses. Made of pure white fibers, the product comes in several denier sizes. When processed into bat form, it becomes a fleecy, fluffy, lightweight mass. Claims for Celacloud include absence of dust and lint, excellent resilence, warmth combined with light weight, and a minimum of matting or lumping.

Eastman Chemical Products, Inc., announced its new acetate fiber, Eastman "50." It will be used in their Estron filament and Chromspun staple fiber fields. The product is said to work better on conventional textile equipment than regular acetate stock.

Japan produced 312,253 bales of raw silk last year, a new post-war record and eight percent above 1955. Exports totaled 75,211 bales, an increase of thirteen percent. The United States took 51,676 bales, fifty percent below our imports of 1955.

Five bales of grease merino wool brought a world record price of 503½ pence (about \$4.70) a pound in the Sydney, Australia, wool sales market. The value of the five bales was more than 5,000 pounds (Australian) or about \$11,400 in American money. An Italian buyer purchased the bales. The previous record price was 475 pence (about \$4.40) paid last year in Goulburn, New South Wales, Australia.



The shortage of rabbit hair in the United States for use in men's hats is the reason American hat manufacturers have been promoting all-wool caps for men, a type of headgear that has been dormant since the early 1930's.

Raw wool exports from the five major woolgrowing areas of the Southern Hemisphere were eleven percent higher than last year. The Foreign Agricultural Service revealed that Australia, New Zealand, Union of South Africa, Argentina and Uruguay shipped 2,226 million pounds, actual weight, as compared with 1,999 million pounds in 1954-55.

Japan doubled its viscose rayon output in the last three years. Present production is around 180 million pounds per quarter, almost twice that for 1953.

There are eleven mills that manufacture papermakers' felt in the United States. Only the Appleton, Wis., plant of Appleton Woolen Company is west of the state of Ohio.

Plastics companies in the United States increased production by ten percent in 1955 and became a two-billion-dollar annual business. The Society of Plastics Industry stated that about 4,112,900,000 pounds of plastics were

produced, passing the four-billion mark for the first time. Less than ten years ago total production was below one billion pounds.

Blended fabric of seventy percent wool and thirty percent Dynel selected by the United States Air Force for summer uniforms. Tests were made at Lowell Technological Institute Research Foundation for the Wright Air Development Center, Wright-Patterson Air Force Base, Ohio. The fabric was chosen because of its showing, in competition with other fabrics, for comfort, appearance, wearability, tailorability, and flame resistance.

Under the soil-bank program in the United States, the Agricultural Department allocated \$217,500,000 for payments to cotton farmers who retire land from production next year. The program became effective in May, 1956, after most crops had been planted.

E. I. duPont de Nemours & Co., Inc. provided more than one million dollars in grants to 122 colleges and universities in its annual program of aid to education.

On the 16th, announcement was made in Washington that the quota control on textile fabrics for Japan had been set up for the next five years. The recommendation followed closely those made periodically by the American Cotton Industry. The total quota of 235 million yards of fabric on an annual basis follows:

		Millio	Millions of	
Group:	Type of Fabric:	Square	Yards:	
1	Cotton cloth		113	
2	Made-up goods, usually United States cotton b			
	goods production		30	
3	Woven apparel		71	
4	Knitgoods		12	
4 5	Miscellaneous cotton tex	tiles	9	
,	,	total yards	235	

The National Cashmere Association formed in the United States. Its purpose is to protect the consumer against misrepresentation, to improve marketing conditions of all specialty fibers, to establish quality standards, and to protect the prestige value of the luxury fibers and to maintain sales.

Italy informed the State Department of the United States that it would restrict 1957 shipments of velveteen to 1,375,000 square yards, twenty-three percent below the figures for 1955.

The National Federation of Textiles reported that New York City had lost some ground in the apparel field within recent years. New York had 66 percent of the nation's blouse industry in 1947, and 61 percent in 1954; 76 percent of higher priced dresses in 1947, and 70 percent in 1954; 71 percent of women's coats, skirts and suits against 62 percent; 96 percent of neckwear and scarves against 92 percent; and other outerwear, 47 percent against 33 percent in 1954.

J. P. Stevens & Company announced that the textile industry for the past decade could be divided into two categories showed that demand was abnormally high, while 1952-1956 represented a span of more normal competitive textile production.

The Executive Committee of the New England Foundation, Providence, R. I., voted to liquidate because it did not wish to compete with any of the textile colleges in New England who might desire to conduct their own fund-raising campaigns. The Foundation was formed in December, 1944. Before liquidation, the Foundation discharged all of its obligations and committments extending into 1960. During its life the Foundation donated close to one million dollars to the furtherance of textile education in New England. Much of the work within recent years had been confined chiefly to scholarships.

Dun & Bradstreet reported eighty-seven tex-tile mill failures for 1956, an increase of forty-three percent over 1955. Liabilities in 1955 amounted to \$4,904,000; in 1956 the amount was \$10,432,000.

Cobar Industries, Inc., purchased the entire men's wear and uniform worsted weaving division from Collins & Aikman Corporation, Bristol, R. I.

Manufacturers' carpet sales reached an alltime high in 1956, a record \$600 million, up from \$545 million in 1955. The previous high was in 1950 with \$550 million.

Draper Corporation, Hopedale, Mass., acquired the Hemphill Company, Central Falls, R. I., for an undisclosed sum. Hemphill has been a leading knitting machinery company for over fifty years, one of the better known concerns in the industry. The parts, service and sales plant operated by Hemphill in High Point, N. C., was included in the transaction.

FEBRUARY

Textile glass fibers now have a present producing capacity of 101 million pounds per year in this country. Current capacity of noncellulosic man-made fibers is 514 million pounds.

DuPont's Taslan bulked yarn output in this country topped the 2 million pound mark in 1956. Taslan is the trade name of the process developed by DuPont for producing bulked filament yarns, the actual yarn being produced by licensees under patents of the company.

Japan produced 981 million pounds of man-made fibers in 1956, an increase of twentyeight percent over 1955.

About \$115 million will be paid to wool growers in this country in price-support subsidies during the two years ending June 30th, 1958. Price support subsidies on 257.8 million pounds of shorn wool, as estimated in the President's budget for fiscal 1958, would total \$49.5 million in the year ending June 30th,

1957, plus \$46.4 million for 232 million pounds of shorn wool during the year beginning July 1st, 1957.

Mount Vernon Mills, Inc., Baltimore, Md., acquired Williamson Cotton Mills, Williamson, N. C., from Hesslein & Company. The plant has 41,000 spindles and 1,100 looms.

Eight major department stores have closed their doors since 1952 in New York City, a serious rétailing phenomenon, caused to great degree by shifting populations and the inroads of suhurban areas where first-rate department stores have been built to furnish competition

to urban stores. The list follows:
Frederick Loeser & Company, founded in
1860, closed in February, 1952.

James McCreery & Company, Thirty-fourth Street, founded in 1837, closed in December, 1953.

John Wanamaker combined with the A. T. Stewart Store in 1904; the latter store was founded in 1862. Closing occurred in December, 1954.

Hearn's, Fourteenth Street, founded in 1827, closed in April, 1955.

Lewis & Conger, founded in 1834, closed its doors in May, 1956.

The Hecht Company, Fourteenth Street, opened in 1900 and closed its doors in 1956.

Oppenheim & Collins' Brooklyn Specialty Store, established in 1906, closed in Jan-

uary, 1956. Namm-Loeser's, Inc., closed in February, 1956. Namm took over the Loeser Store when it went out of business in 1952.

In 1956, Japan tripled its export of filament rayon fabrics to the United States. The total for filament and spun rayons was 2.6 million yards, which indicates that rayons are on the verge of taking over the first place long held by the cotton textile industry in the export business of Japan.

Not counting a \$25 million segment of the carpet industry begun in South Carolina since the close of World War II, the state now boasts of a \$35-million growth in the woolen industry since 1945.

United States production of acetate and rayon yarn and staple dropped nine percent in 1956 from the level of 1955; from 1,260,000,000 to 1,147,900,000 pounds.

A new man-made fiber, Polypropylene, developed in Italy by the largest chemical producer in that nation, Montecatani, under the aegis of Professor Giulio Natta. The fiber may be used for satiny silk fabrics or for heavy wool-like yarns with strengths comparable with those of nylon. However, the fiber dissolves at 348° F., thereby preventing ironing of fabrics made from the fiber.

A computation that revealed the percentage of total consumer spending for the apparel trades in 1946 compared with 1956, follows:

- 1. Expenditures for clothing and accessories excluding shoes 1946 1956 \$15,097,000,000 \$17,823,000,000 2. Total National Personal Consumption Spend-
- \$146,617,000,000 \$226,000,000,000
- 3. Ratio of Clothing Expenditures to All Personal Spending in Percentages—

 1946 10.2 percent 1956 6.7 percent (loss of 3.5 percent)

The Association of Cotton Textile Merchants, New York City, announced that 600,-000 cotton spindles were liquidated in 1956.



Sales of chemical producers in the United States in 1956 totaled \$24.3 billion dollars, according to a Department of Commerce an-

For the cotton crop year ending July 31st, 1956, there was an all-time record consumption of 2.2 million bales of cotton linters according to the report of the National Cotton Council, Memphis, Tenn. The chemical industry used 1.4 million bales while the acetate and rayon manufacturers used almost 600,000

A small new-type cotton picker, which works on the principle of a vacuum cleaner, has been invented in Barnwell, S. C. Pulled by one man, the capacity of the picker ranges from 500 pounds to 1,000 pounds daily.

There are at present one hundred and fortynine wholly-owned American enterprises in

Peerless Woolen Company, a division of Burlington Industries, purchased the former Textron-American Textile plant in Tifton, Ga.

Japan produced 3,485 million square yards of cotton fabrics in 1956, 456 million square yards above the 1955 production figure of

The Federal Trade Commission revealed that textile mergers declined from thirty-five in 1955 to twenty-nine in 1956. Apparel, on the other hand, had ten mergers in 1956 as against seven in 1955. Food manufacturing had the largest number of mergers last year, fifty-nine in 1956 as against eighty-seven in

Barnes Textile Associates, Inc., merged with Scovell, Wellington and Company. The new company will be known as Barnes Textile Associates, Division of Scovell, Wellington and Company.

Ten textile mills closed their doors in Fall River, Mass., in 1956. Apparel concerns and some diversified industries have become occupants of most of the plants.

MARCH

According to the Department of Commerce, department store sales for apparel and other textile items showed an overall increase in 1956 of about four percent. Fabric production increased seven percent over 1955, and textile mill inventories increased a like amount.

Wash and Wear Apparel had total sales of \$45 million in 1952; in 1956 the sales amounted to \$285 million, a gain of 633

Japan in 1956 exported 261,534 dozens of wool sweaters compared with 63,722 dozens in 1955. It also exported sweaters made from other yarns to the amount of 75,489 dozens compared with 40,970 dozens in 1955.

Botany Mills, Inc., acquired Premier Knit-ting Company, Inc., the ninth company to become a part of Botany since early 1956, according to A. M. Sonnabend, chairman and president of the company.

Textured Yarn Company, Inc., producers of Tycora yarns, purchased Interstate Hosiery Mills, Inc., Elkton, Md., a company owned formerly by Burlington Industries.

Cone Mills Corporation acquired controlling interest in Cortley Fabrics Company, and its affiliates, Clarion Textile Corporation and Careloom Cottons, Inc. The three companies will continue to operate separately and the acquisition will be to provide growth in style

In the interest of the textile industry in Great Britain, the Cotton Industry Research Association and the Rayon Research Association have agreed to cooperate in their program so as to eliminate any possible overlapping in their work. The decision was hailed widely in England as a step in the right direction.

Mount Vernon Mills purchased the Law-rence Duck Mills of Lawrence, Mass., with Turner Halsey Company named as the selling

Two-thirds of all British, Scottish tweed exports, amounting to \$18 million, went to the United States and to Canada in 1956, an increase of \$3 million over 1955. Including Harris tweeds, Scottish woolens totaled an export value of \$21 million.

Crompton & Knowles announced to the trade its versatile loom, a new pick-and-pick fully automatic loom, nicknamed the PAPA

Spinnstoff-Fabrik Zehlendorf AG, West Berlin, West Germany, announced its new staple fiber called Zehlasordin; the fiber is supposed to repel water and dirt, yet can be dyed with ease. Chemische Werke Huls AG began production of its polyethylene fiber, Vestolen. Two other fibers that are making headway in West Germany are the polyester fiber, Trevira, and the acrylic fiber, Dralon.

Andrew E. Buchanan, Jr., general manager of the Fiber Department, E. I. duPont de Nemours & Co., Inc., made a statement that provided much food for thought to the textile industry when he said: "We cannot do all the development work for the textile and rubber industries and we do not intend to do so. The textile business gets more and more complex and requires more and more technology . . . more and more a fresh viewpoint . . . than was true a decade ago. It is difficult to keep up with textile technology, as not a week goes by without finding a new problem that is belaboring our customers."

The first regional group meeting of the American Association for Textile Technology, Inc., outside New York City, was held on March 7th in Kingsport, Tenn. There were more than one hundred textile technologists at the meeting, all of whom are located in the area. The parent organization in New York City, which meets monthly in the Hotel Manger-Vanderbilt, has one thousand members on its roster.

The Wall Street Journal, in a report, stated that twenty-one leading textile concerns from their financial reports, showed total net earn-ings of \$88,027,000 in 1956 compared with \$105,579,000 in 1955, a decline of 16.6 percent. The loss was attributed to lower sales, weak prices, and rising costs.

The Rayon and Acetate Fiber Producers Group changed its name to Man-Made Fiber Producers Association, as announced by Matthew H. O'Brien, chairman. The membership formerly restricted to producers of cellu-losic yarns, is now open to producers of the non-cellulosic yarns, as well.

Professor Seymour E. Harris, chairman of the Economics Department, Harvard Univer-sity, and chairman of the New England Governors' Textile Committee, in a 179-page report cited some interesting facts on the tex-tile industry in that area. These follow:

- Over the past 100 years New England's share of all manufacturing dropped from thirty-two percent to nine percent. In the textile employment field, wages had dropped from eighty-one percent in 1947 to seventy-one percent in 1956.
 Berkshire-Hathaway, Inc., had closed five of its thirteen plants in New England.
- Several mills had curtailed production, others
- Northern wages in the cotton and the synthetic fiber mills are, at present, nine cents an hour higher when compared with the wages of the same type of textile mill in the South. Woolen and worsted wages, on the hourly basis, are seventeen cents higher than that paid in similar mills in the South.
- The straight hourly union wage in New England plants now stands at \$1.32.

 Competition for the consumer dollar had wreaked havoc with the textile industry. In the eight years from 1947 through 1954, the rise of outlays in apparel was only eight percent, compared with 99 percent for housing, and 137 percent for motor cars.

 Too much of the old managerial talent of New
- Too much of the old managerial talent of New England had gone elsewhere.
- 8. Japan should be encouraged to obtain help from other countries and from many industries, "from many segments of the textile industry and also from American investors, American importers and American taxpayers."



The Commercial Chemical Development Association awarded its honor award to Andrew E. Buchanan, Jr., general manager of the Textile Fibers Department, E. I. duPont de Nemours & Co., Inc. The award was made for his leadership in the development of the company's Dacron polyester fiber which has met with great approval in the textile and apparel

George Saunder, manager of Cerro Castillo, announced on behalf of Sociedad Explotadora de Tierra del Fuego that they now have ten mammoth sheep-raising ranches in Chile, including among the ten the largest sheep ranch in the world. The company owned as of June 30, 1956, 1,781,647 sheep.

Crompton Company celebrated its 150th anniversary in the production of corduroys, velvets, and velveteens. The company, now considered the oldest cotton textile manufacturing concern in America, was founded in 1807 in Stone Village, south of Providence, R. I., and was known originally as the Providence Manufacturing Company. Capitalization for the plant was \$32,000 at the time. The change to the name, Crompton, was to honor Samuel Crompton of Bolton, England, the inventor of the famous spinning mule frame. Crompton-Richmond Company is the selling agent for all Crompton fabrics now made in their several plants.

Toyo Spinning Company, one of the giants of the textile industry in Japan, established mills in Brazil and Ceylon "for their salvation in synthetics on which there are not any quotas and where other Asian competitors are not yet strong." The company stated that "its leadership in expanding synthetics fits in with its seventy-five-year tradition of setting the pace for the Japanese textile industry."

The Textile Research Institute in its March meeting gave great attention to the rise of the man-made and the synthetic fibers. The main theme of the meeting stressed that "it was necessary to provide textiles that perform a planned service to the consumer."

Herman D. Ruhm, Jr., resigned as president and director of Burlington Industries, Inc., as of May first. Mr. Ruhm, former president of Bates Manufacturing Company, assumed the presidency of Burlington in 1955.

Rekord Gummiwerke, Stuttgart, Germany, announced a new yarn made from polyure-thane plastic foam by cutting blocks of Moltopren foam into continuous bands varying in thickness and, if desired, overspinning with cotton or other yarns to fortify the yarn or to reduce elasticity — up to 150 percent in the uncovered yarn. The fiber is supposed to provide warmth combined with extreme lightness of the garment.

Mr. Israel Rogosin, 70-year-old head of the Beaunit Mills, Inc., made a gift of four million dollars to several institutions of learning. Among the American beneficiaries are Brandeis University, Waltham, Mass., and the Jewish Theological Seminary and Yeshiva University, both in New York City. Mr. Rogosin also announced plans for a \$20 million rayon plant for Israel which will be the largest American-financed industry in that country. He is investing \$6 million in the plant, himself. Incidentally, Mr. Rogosin is the largest individual investor in State of Israel bonds.

Persiatex, made with Perlon threads woven with Perlon and cotton backing, announced in Germany. This curl-pile fabric, made without the use of adhesives for the backing, is able to withstand chemical cleaning exceptionally well.

The Census Bureau reported that 13,150,313 running bales of cotton were ginned from the 1956 cotton crop.

Shanlon, a new rayon fabric made with thick and thin rayon filament yarn, announced by Japan.

Australian wool in the Melbourne market old for the highest price since July, 1954. The price per bale for choice merino was 107 pounds, Australian, or \$239.68 in American

The directors of Courtaulds, Ltd., and British Celanese, Ltd., announced merger plans. Courtaulds acquired British Celanese in the largest industrial merger in Great Britain in many years. The former has assets of 128,600,000 pounds (\$350,000,000) while the latter's assets (\$90,000,000). total 32,000,000 pounds Export figures for this month in hosiery amounted to 329,924 dozen pairs, valued at \$1,572,756. Compared with figures for March, 1956, this was a gain of forty percent in the seamless hosiery trade, and a decline of fourteen percent in the demand for full-fashioned hosiery.

APRIL

Mallory Hats, Inc., established in Danbury, Conn., in 1817, moved its operations to Philadelphia, Pa. The parent concern is the John B. Stetson Company of Philadelphia which acquired Mallory in 1946 from the family. The move leaves only one hat company in Danbury, the Frank H. Lee Company. There are nine other companies in that city but only the Lee company maintains the finishing operations plant there. Danbury once boasted, and for many years, that it was the "Hat City of the World." Ten years ago, incidentally, the Danbury News-Times dropped from its masthead the well-known slogan, "Danbury Crowns Them All."

Frank Cheney, Jr., 96, a long-standing member of the silk industry, died. Mr. Cheney had been associated with Cheney Brothers in Manchester, Conn., since 1882 and was chairman of the Board until his retirement in 1931.

Fringe benefits became effective for more than 30,000 Northern textile workers in the United States in the cotton and man-made textile industries. Hourly rates, now at \$1.40 an hour, remained the same but the benefits derived by the workers were for hospitalization, sick benefits, and retirement severance pay.

Dan River Mills, with headquarters in Danville, Va., observed its seventy-fifth anniversary with celebrations in the localities where their numerous plants are located.

Joseph H. Axelrod, President of Wamsutta Mills since 1948, who assumed the presidency of the Wamsutta Division of M. Lowenstein and Sons when the latter firm bought Wamsutta Mills, resigned his position.

Two of the best known knit-jersey mills joined forces; I. A. Wyner Company and California Jersey Mills. The new company will be known as the I. A. Wyner Company of California.

Fred Balletta, president of the Custom Tailors Guild of America, reported that Local Number One of the Journeyman Tailors had a record of 3,500 members in 1940, and that the present total of members is only seven hundred and fifty. He stressed the fact that the shortage of tailors can be blamed on a quickened pace in living today and the changing times, and that "Seventh Avenue" had cut deeply into the need for custom tailors. He cited, as an example, that Bergdorf Goodman employed one hundred and eight tailors forty years ago and the present staff is now only eighteen.

The French Cotton Syndicate, together with the French Government's reorganization and modernization program, have closed 210 cotton mills in France. These include thirty-nine spinning plants with 557,000 spindles and 48,000 twisters; 169 weaving plants with a total of 26,700 looms. Two dye concerns were also liquidated.

Figures for wool production in the United States for 1956 show a decline of one percent from the 276 million pounds for 1955. The 1956 total for wool shorn from sheep was 273,240,000 pounds. The value of the clip was estimated at \$99.2 million and this figure includes both shorn and pulled wools.



Japanese exports for 1956 increased \$121,-725,000 over the 1955 total of \$749,406,000. While cotton exports decreased \$63,267,000 last year for a total of \$266,614,000, rayon fabrics increased in value \$17,228,000 for a total of \$87,914,000. Spun rayon fabrics showed a total of \$122,342,000, an increase of \$39,934,000 over 1955.

Massapoag Mills Corporation, Lincolnton, N. C., closed operations after a life span of thirty years in the manufacture of cotton drill and duck fabrics.

The National Cotton Council reported that there is an urgent need for further research and promotion of cotton. Accomplishments cited within recent years included an increase of seventy-five percent in per acre yield, reduction of more than fifty percent in manhours necessary to produce a bale of cotton, improvement in fiber quality, and greater efficiency in ginning, warehousing, handling, and manufacturing.

A seamless stocking for women is knitted in about fifteen minutes, and it is composed of about 925,000 stitches.

Hosiery manufacturers in the United States produce annually more than \$820 million worth of hosiery. All types of women's stockings totaled 59.5 million dozen pairs; men's hosiery, all types, 60.5 million dozen pairs; children's and infants' hosiery, all types, 23.5 million dozen pairs; and women's and misses' anklets, all types, 14 million dozen pairs.

Hartford Woolen Company, 240 persons employed, Hartford, Vt., closed its doors as the result of a request of the Textile Workers Union of America for a ten-cents-an-hour wage increase and other benefits. The base pay under the contract at the time of closing was \$1.46 per hour.

Francis W. White, former president of the American Woolen Company from 1950 until 1954, died at his home in Plymouth, Mass. Identified with the textile industry for the greater part of his life, Mr. White first worked for Cleveland Worsted Company, then with Juilliard Mills, before going with the now defunct American Woolen Company.

MAY

The goods of a finishing plant were sold to satisfy the demands of the processor by means of an auction when the goods of the Saylesville Finishing Plant, Saylesville, R. I., were sold to satisfy the A. B. Rydell Company, New York City.

The mystery in the textile trade as to who bought about half of the government-held cotton, bid on for export, was solved. Registered in the name of Bernard S. Cohen, Dal-

Tex Traders Company purchased 128,405 bales valued at more than \$16 million, compared with the 75,000 bales bought by Anderson Clayton & Company, the largest cotton firm in the world. A check revealed that Mr. Cohen, a salaried playground superintendent for a Dallas, Texas, synagogue, allowed his name to be used to a group in Israel buying cotton to make profits for Jewish Relief Organizations.

Botany Mills acquired its eleventh plant in the last two years with the purchase of the United Supply & Manufacturing Company, a leasing distributor of gas and oil well equipment from the Graham-Paige Corporation, an investment company. Purchase price was above \$5 million. Incidentally, Botany Mills, for the quarter ended on April 30th, showed net sales of over \$15 million with net income of almost \$1.5 million for about \$1.22 per common share. The figures do not include full-period earnings for three divisions acquired since the turn of the year, 1957. The recent rise in the success of Botany Mills has been phenomenal.

Chatham Manufacturing Company, Elkin, N. C., took over the manufacture and the sales of all blankets formerly made by the well-known North Star Woolen Company under its North Star brand name. North Star is now engaged in other manufacturing activities. Chatham makes woolen blankets and upholstery fabrics.

Ekizo Kashu, president of the Japan Chemical Fibers Association, told a press conference that their production of man-made fibers will exceed one billion pounds per annum despite present curtailment of staple production. Almost one-half of the total production is for export business.

Textiles ranked nineteenth for the year, 1956, in the percentage of profits on sales, out of a total of twenty-two major industries. Apparel products ranked twenty-second in the tabulation. These ratings, incidentally, are the same as for the year 1955, in both instances. Percentage of profit for textiles was 2.6 while the overall percentage of profits on sales came to 5.3 percent as compared with 5.4 for 1955.

American Viscose Corporation unveiled its new high-strength staple fiber, Avisco XL, which is said to be seventy percent stronger when wet and forty percent stronger in the dry conditioned state than conventional rayons. Fabrics made from Avisco XL are said to have twenty-five percent more breaking strength and thirty-three percent more tear strength when compared with comparable cotton fabrics, thereby indicating greater serviceability in industrial uses, as well as in apparel and home furnishings. It is an ideal fiber for blends.

John T. Brady, owner of the well-known Waucantuck Mills, Uxbridge, Mass., announced the closing of the mill. One of the reasons for closing was the very extensive damage caused by the floods of 1955. The waters of the Blackstone River wreaked havoc with this and other plants along its route from Worcester, Mass., to Providence, R. I., at the time.

Donald B. Tansill elected president of Wamsutta Mills, a division of M. Lowenstein & Sons, Inc., textile company. Mr. Tansill succeeded Mr. Joseph Axelrod, who resigned a short time ago. American Pad & Textile Company acquired controlling interest in the well-known Waynesboro Knitting Company, Waynesboro, Pa., manufacturers of underwear, nightwear, and sports shirts.

Wool production for the year in Australia estimated at 1,530,000,000 pounds, slightly under thirty percent of the total world wool

A new synthetic material said to be lighter than nylon, stronger than steel, and capable of withstanding great heat, developed in Italy. Known as Moplen, the product has high insulation qualities and is resistant to hot water and acids up to a temperature of 160 degrees, Centigrade. It is so light that it will float on

Chemstrand Corporation reached an agreement with Societa Edison of Milan, Italy, for the manufacture of acrylic fibers. Another subsidiary of Societa Edison recently began production of acrylonitrile, the major raw material for acrylic fibers.

Universal Winding Company, Providence, R. I., developed a new process for the manufacture of textured yarns for use in knitted outerwear. The yarn known as Saaba is of the false-twist type post-tested on the new equipment made by Universal, which consists of a heat-setting arrangement and a means of controlling yarn tension, so that the yarn can be bulked and plied in one continuous operation. Saaba is a modified continuous filament yarn with controlled stretch and resiliency and is ideally veered for the knitting trades.

The German firm, Vereingte Glanzstoff Fabriken, Wuppertal, announced Floxan, a crimped viscose fiber that is one hundred per-cent lubricant-free. The staple is spun on the woolen system by Gerrit van Delden, Gronau, Germany, with only relatively simple mechanical adjustments required. The new technique does away with the conventional after-scouring. The fiber finds use in floor coverings and

Chemstrand Corporation, in its nylon manufacturing plant in Pensacola, Fla., set a new world's safety record. The company reported that as of 6:01 a.m., March 12th, more than 4,800 employees had worked more than 13,624,000 man-hours without a lost-time injury. The previous record was set by Forstmann Woolen Mills, Inc., Passaic, N. J., in 1952 with total hours of 13,624,000. Incidentally, there are 7,000 textiles plants in the United States.

Draper Corporation announced that its subsidiary, Hemphill Company, Pawtucket, R. I., would be relocated in Norristown, Pa., and consolidated with its other subsidiary there, Wildman Jacquard Company.

The name of Union Carbide and Carbon Corporation is now Union Carbide Corpora-tion. The names of three divisions of Union Carbide have also been changed:

- Carbide and Carbon Chemicals Company is now Union Carbide Chemicals Company.
- 2. Linde Air Products Company is now Linde
- Company.

 Carbide and Carbon Realty Company is now Union Carbide Realty Company.

The familiar "Red S" trademark of the Singer Manufacturing Company underwent its fourth change since the registering of the symbol in 1885. The new symbol is a cerise "S" with the silhouette of the woman in green and

the lettering in white. The trademark is the same as the third one except for the change in the use of colors.

Late in 1956, Roxbury Carpet Company acquired M. J. Whittall Associates, Worcester, Mass. About one million dollars for an improvement program of the present Whittal Division of Roxbury, has been made and work is now under way.

The man-made fiber industry is spending more than \$50 million on research, more than one hundred times that being expended by woolen and worsted cloth mills whose budget for research is estimated to be \$500,000.

Herman D. Ruhm, Jr., elected president of Wellington Sears Company, sales subsidiary of the West Point Manufacturing Company. Mr. Ruhm succeeded Mr. T. Scott Avary

On May 24th, President Eisenhower proclaimed that imports of woolen and worsted fabrics in excess of 14 million pounds must pay a tariff almost double the normal rate. This proclamation was made under a "reserva-tion" of a concession negotiated at Geneva, Switzerland, in 1947, in that tariffs could be raised if the imports exceeded five percent of the average domestic production in the three preceding years. This will be the first full year in which the quota system will be in effect.

Imports normally pay a duty of either 30 cents or 37½ cents a pound, plus 20 percent or 25 percent ad valorem (that is, 20 percent or 25 percent of the value of the item). The amount of duty depends upon the kind or type of fabric. For imports above the quota, the cents-per-pound duty will remain the same but the ad valorem rate will rise to forty-five per



The report pointed out that North America uses twice as much cotton, wool, acetate and rayon, per capita, as Western Europe.

Hosiery workers on a 40-hour week average \$1.53 per hour in the full-fashioned field and \$1.38 an hour in the seamless hosiery field.

Ninety-two small Japanese spinning companies reduced their operations to a 16-hour day in order to reduce monthly yarn output six million pounds or about seven percent of the industry's total production.

The Textile Workers Union of America wrote to President Eisenhower about a ninepoint program to relieve the problems of the industry. One of the points stated that textile workers should be paid at the rate of forty hours' pay for thirty-five hours of actual work.

Textile Industries Magazine, in a very interesting set of figures compiled as the result of a competent survey, showed that the Eng-lish cotton-mill worker works three days to earn a certain type of women's light raincoat, while his American counterpart works only

three hours for the same article. Compared with figures and times in the Soviet Union, a worker there would have to work three months to be able to purchase the article. Times necessary to buy a man's suiting are nine weeks in Russia, nine days in Britain, and three days in the United States.

The Textile Research Department and the Corporation Technical Department of the American Viscose Corporation combined to provide one organizational unit for technical assistance of a staff nature in support of its plants operation, and sales and customer relation activities. Karl M. Currier was appointed to head the new unit, assisted by Dr. Charles J. Geyer, Jr.

Mr. J. Craig Smith, president of Avondale Mills, compared "the well-packed cartons of rayon" with the "dirty and wasteful bales of cotton whose packaging is a disgrace." Mr. Smith stated further "that cotton must compete every day with synthetic fibers which reach the mill in packages second to none, and it is absolutely essential for cotton packaging to be improved, since the cotton package is a con-tinuing fire hazard."

The average price of wool this season rose to seventy-six cents per pound compared with fifty-seven cents a pound, in Australia.

The minimum level of price support for the 1957 crop of extra long staple cotton averaged 59.70 cents per pound, net weight, according to the United States Department of Agriculture.

JUNE

Titus Blatter & Company purchased Oliver & Kaufman, drapery, slipcover, and upholstery fabric converting concern. The acquisition will be operated as a unit of Titus Blatter.

The United States Army announced a new lightweight assault boat made of nylon which can take much punishment and damage. The boat, seventeen feet long with a weight of two hundred and twenty-five pounds, can carry up to fifteen men.

Looms in the man-made and silk mills in the United States at the end of 1956 showed a decline of seven percent; a decline of 7,208 looms, at the end of the year, 1955. The total number of looms at the end of 1956 was 102,268. In the same span of time, cotton looms declined from 367,113 to 360,059; woolen and worsted looms from 18,679 to 17,645. Pile fabric and Jacquard looms showed an increase according to these figures of the Census Bureau, Washington, D. C

Rayon displaced cotton as the major textile fiber used in the tufted textile industry in the United States last year. Rayon jumped from United States last year. Rayon jumped from less than two percent of all fibers used in 1951, 1,011,000 pounds, to fifty-one percent in 1956, 88,332,000 pounds. In the same period of time, cotton gained 19.5 percent, from 52,425,625 pounds to 65,125,000 pounds. About 109,000,000 pounds of acetate and rayon spun yarns were used in the carpet and precipitation of the same industry in 1956. rug industry in 1956.

J. L. Stifel & Sons, Wheeling, W. Va., closed their Douglas Division of the Glendale Mills, Douglasville, Ga. The plant had employed about two hundred persons, had 85 cards, 700 broad looms, and 25,000 ring spindles.

F. C. Huyck & Sons sold its blanket business in the United States to the Chatham Manufacturing Company. The sale did not include the Huyck plant in Cavendish, Vt.

Because of confusion and misunderstanding of late, the former Stellite American Corporation and the Haynes Stellite Company, a division of United Carbide and Carbon Corporation, reached an agreement whereby American Stellite changed its name to Stellamcor, Incorporated.

David Casty of Everlastick, Inc., Chelsea, Mass., and Rudy Kemp of Tapecraft, Inc., Anniston, Ala., purchased the Hope Webbing Company, Pawtucket, R. I., one of the oldest narrow fabric plants in this country.

Palen Flager of J. P. Stevens & Company stated that the textile industry must sharpen its attack in advertising to sell more products. Textile advertising must be particularly informative to show product quality. There are about a half-million brands of various products, and textile brands must compete among these. By 1965, Mr. Flager predicted that American businesses will spend an estimated \$15 billion on advertising with a 1957 estimate of \$10 billion.

Basil D. Browder, executive vice president of Dan River Mills, Inc., stated that the trend toward mergers in the textile industry would have an ultimate effect for the stabilization of the industry but that it would take considerable time before these mergers will result in stability of production and prices.

Walter Regnery, vice president of Joanna Cotton Mills, Joanna, S. C., elected president and chairman of the board of trustees of the Textile Research Institute, Princeton, N. J.



Burlington Industries introduced a new featherweight tropical suiting fabric of Dacron and a very rare and high-type Australian wool. The cloth is made of two ply yarn spun of fifty-five percent Dacron and 45 percent of "grade 80's" wool which, incidentaly, accounts for only three-tenths of one percent of the total wool production of Australia. The material runs from 5.5 ounces to 6.0 ounces per yard and a suit would weigh slightly less than two pounds.

Schwarzenbach Huber Company acquired all outstanding capital stock of Stehli & Company, New York City. Robert Schwarzenbach was elected president of the acquired company, and the deal concerns only the American operations of the two companies.

The Singer Sewing Machine Company offered the home seamstress its new Slant-O-Matic sewing machine which has increased visibility, a front-view bobbin design, and a special setting marked "fine" for decorative stitching. The machine will mend, monogram, embroider or sew on buttons. It comes in cabinet or portable models.

Sears, Roebuck & Company announced that two Japanese manufacturers had been engaged by them to manufacture sewing machines in order to meet price competition. Sears stated that it was not at all discontinuing handling American-made machines but that its decision to import from Japan was "to give a further broadening of its lines to be competitive."

Russia revealed for the first time its annual production of cotton, about 6,000,000 bales a year or 4,458,000 metric tons of the fiber. The Soviets are exporting much of the yield, with 82,400 tons going to Communist East Germany; Poland, 65,700 tons; Czechoslovakia, 43,800 tons; Romania, 30,200 tons; and Hungary, 23,800 tons. Among the free world importations, West Germany was the leader with 11,700 tons.

DuPont announced its new polyethylene resin which produces heavy sheeting with improved thermo-forming properties. Called Alathon 31, the product results in compositions with high viscosities which resist sagging during the preliminary heating step of the thermoforming process. Density is .930 and the melting index is 0.6.

The Wellman Combing Company, Johnsonville, S. C., reported a record price for homegrown wool of 70.25 cents per pound, the highest price ever paid for wool raised in that

The three major hard fibers — abaca, henequen and sisal — showed an increase of 5.6 percent in 1956 over 1955. The total amounted to 1,659.2 million pounds, a sixty-percent increase over the five-year period of 1946-1950.

J. Walter Thompson Advertising Company showed that the clothing and accessory industry spent only 3/10ths of one percent of income for promotional purposes in 1955, while the food industries spent 3.1 percent. Clothing's share of the consumer dollar dropped from 8.6 percent in 1940 to 6.6 percent in 1955, while food's share rose from 23.2 percent to 26.4 percent in the same span of time.

Liquidations during the month included the following:

- Almardon Mills, Inc., Lonsdale, R. I., which employed about 180 persons and made fabrics from the man-made and synthetic fibers.
- from the man-made and synthetic fibers.

 2. Pacific Mills closed officially its plant in Lawrence, Mass. This plant was the last of the three large woolen and worsted plants in that city. Earlier, the former American Woolen Company's plants, the Wood and the Ayer mills, and the former William Whitman Company's Arlington and Monomac divisions, closed their plants in Lawrence. At one time, when in its prime, Arlington used 25,000 sheep fleeces a day to begin its operations from raw material, through construction and color, to the finished fabric. Pacific Mills, at its peak during the post-World War II period, employed over 5,500 hands.

 3. Abraham Ziskind, Treasurer of the Crescent.
- 3. Abraham Ziskind, Treasurer of the Crescent Corporation, formed a new concern from the liquidated and idle Woonsocket Sponging Company, Woonsocket, R. I.
- Fair-Lawn Finishing Company closed its plant in Richmond, Va.
- The Lodi, N. J. plant of United Piece Dye Works ceased operations in printing and finishing.

The Amerace Corporation established with the combining of the textile plant, Bachmann-Uxbridge Worsted Corporation, Uxbridge, Mass., and two non-textile companies, American Hard Rubber Company, and the Wardell Corporation The man-made and synthetic fibers industtry in France is now composed of twelve companies, twenty-three factories, and twentytwo thousand employees. There has been a reduction in the industry of twelve percent since 1953. Among the newer synthetic fibers, France produces nylon and Rislan (polyamides); Crylor, French type Orlon (polyacrylic); Rhovyl, polyvinylic; and Tergal, a French type Dacron of the polyester group.

During the first quarter of this year, consumption of virgin wool by eleven major consuming nations was the highest for any three-month period since 1950. At 502 million pounds, clean basis, it was three percent higher than the previous quarter and five per cent above the first quarter of 1956.

For the month of May, the Credit Clearing House of Dun & Bradstreet reported eight textile manufacturing failures with liabilities of about \$540,000. This compared with nine failures in the same month in 1956 with total liabilities for these amounting to almost \$3 million. In the first five months of this year, there have been forty-eight textile mill failures with liabilities of \$6,185,000 compared with forty in 1956 with liabilities of \$5,818,000

The Hague, The Netherlands, reported that West European producers of nylon stockings are greatly alarmed over the dumping of falsely labeled hose which originated behind the Iron Curtain onto Western markets. One Dutch newspaper stated that in 1956 alone, 2.5 million pairs of nylons were smuggled into Belgium from Czechoslovakia. Prices of these stockings are so ridiculously low that "the nylon hosiery economy" in Western Europe is very unsettled.

J. P. Stevens & Company acquired all outstanding capital stock of Forstmann Woolen Company and Julius Forstmann & Company, Inc. Present management remained in the dealings. The Stevens Company as of last November employed 31,500 persons and its local assets were \$317,985,134. There are about 3,000 employees in the Forstmann companies. Forstmann was established in 1904 by the father of the present chairman, and is rated as one of the largest plants in the nation. There are 500 looms and 60,000 spindles, which help produce fabrics of distinction for women's coats, suits and dresses, and men's wear. The late Julius Forstmann, in founding the company here, followed the tradition of his family, which had been in the woolen business in Germany since the turn of the sixteenth century.

Supported entirely by air, a new type of warehouse made of nylon fabric was inflated in Brockville, Ontario, Canada. The airhouse is a dome-shaped structure used to store small construction supplies at the site of the Fraser-Brace Construction Company, Ontario, Limited. It measured eighty feet by forty feet and has overall capacity of 42,000 cubic feet. Zipped in around a pouch at the bottom are six and one-half tons of sand that hold down the warehouse.

South Carolina's textile industry added 252,479 spindles for the year ended June 30, 1956. As of this date, 6,611,937 spindles and 153,988 looms are in operation. Capital invested in textile plants there total \$21,172,063 and there are 127,492 employees.

Commercial Factors Corporation stated that man-made fibers are going into everything

from panda bears to printing rollers, with many new applications in the textile, apparel, and allied trades. Improved cutting, sewing, knitting and finishing techniques are apparent. Much of the work on the use of these fibers in "furs" is the result of successful experimentation with both the textile and apparel industries doing their share on the fur fibers.

industries doing their share on the fur fibers. In another statement, the Corporation stressed that yarn spinners should be more flexible in their thinking and more diversified in their production to meet present-day competition. There is nothing wrong with the yarn business that cannot be cured through the use of greater imagination and more work with fabric technologists and stylists directly.

with fabric technologists and stylists directly.

The use of improved blends for genuine service was also stressed.

1956 deliveries of the major man-made fiber fabrics to the military forces of the United States totaled 6,439,000 square yards, more than double the figure for 1955, which was 3,081,000 square yards.

Jay B. Goldberg, textile consultant, stated that "unfortunately fabric consumers and manufacturers are suffering from what might be called 'Rayonphobia'...if mill and consumer prejudices were overcome, millions of yards of attractive, serviceable and more economical wool and rayon apparel fabrics could be made and sold in this country...if it were not for the Wool Products Labeling Act and the inference that rayon is decidedly inferior in every respect...mills and consumers could benefit by making and using more blends."

Celafil, a modification of Celacloud of the Celanese Corporation of America, for use in comforters and pillows as filling, licensed by the company with the use of tags and label authorized by licensees. The product is a white, resilient, moisture-resistant mass of acetate staple produced expressly for use in comforters and pillows.

Philadelphia Textile Institute had its seventy-fourth commencement exercises with a graduating class of eighty-three; Clemson held its sixty-second with thirty-nine graduates; Lowell Technological Institute had its fifty-ninth with ninety graduates.

JULY

The Ozalid Division of General Aniline & Film Corporation, Schwarzenbach Huber Company, silk and man-made fabrics textile manufacturer, and Snia Viscosa of Milan, Italy, formed a new company, known as Resinova, Incorporated, to serve the coated textiles field. The new concern will coat thin nylon fabric with chemically bonded acrylic resins in a plant in the United States. The products are to replace paper in printing and photographic uses where tear resistance, flame resistance, and waterproof qualities are important. Papertex is the name of the development. Capitalization in the new company amounts to more than \$2 million and annual production is estimated at about 15 million yards for the first year.

DuPont announced its new nylon fiber, Type 420, to be used to fortify cotton work clothes and men's and boys' rayon suitings, jackets, and slacks. By correct use of the blend of cotton or rayon with the fiber, life extension of the fabric may be increased up to seventy percent.

Union Carbide Corporation organized a new company, Celene, S.P.A., to be owned jointly with Societa Edison of Milan, Italy, to manufacture and market high-pressure polyethylene in Italy to serve the plastics industry in that country.

Bernhard Ulmann Company to be sole manufacturer and distributor of Botany No-Dye-Lot yarns. Botany yarns will be distributed through a separate division of Bernhard Ulmann called Botany Yarns, Incorporated.

Cotton acreage in the United States, with its 170 million people, is now the lowest since 1878, when 14 million acres were planted for a population of 50 million. In 1925 there were 36 million spindles in this country; today there are about 20 million.



Herman D. Ruhm, Jr., former president of Bates Manufacturing Company, as well as of Burlington Mills, Inc., elected president of Wellington Sears Company, New York City.

The Bureau of Labor revealed that strike activity in April of this year showed 400 strikes involving 150,000 workers. Two hundred and fifty strikes in March caused eighty thousand workers to remain idle. Strikes in April accounted for 1,380,000 man-days of idleness, compared with 775,000 man-days in March and 1,540,000 man-days in April, 1955.

In the past twenty-five years, per capita income in New England increased almost two and-one-half times according to a report of the Federal Reserve Bank of Boston, Mass. In 1929 per capita income was \$876 and in 1955 it was \$2,087.

The Textile Economics Bureau furnished the following interesting figures for the year 1956:

Thus, there was an increase of ten percent in the last decade made in the man-made fiber field. Cotton's share in the production declined from seventy-two percent in 1926 to sixty-seven percent in 1946, while wool in the same span of time declined from sixteen percent to eleven percent.

American Viscose Corporation announced its new continuous-filament rayon fiber with increased strength characteristics. Called Super Rayflex-type it is said to be forty percent stronger than regular Rayflex and will be used for industrial purposes in reinforcing applications such as laminates, which involve paper, rubber and plastics.

Virginia-Carolina Chemical Corporation announced a new chemical which causes leaves to drop prematurely from cotton bolls, a new approach to the defoliation of cotton, causing the leaves to age within a few days.

Gevetex is the name of the glass fiber and thread produced in Germany by the Aachen-

Gerresheimer Textilglas, a new concern evolved from the merger of Gerresheimer Glashuttenwerke and Vereinigte Glaswerke. The product is marketed by Textilglas-Verkaufsburo, Dusseldorf, Germany.

At present, Burlington Industries, Inc., is made up of fifteen member companies, one hundred plants in seventy-four communities, located in thirteen states and four foreign countries. Forty-nine thousand employees make it possible for the company to have an annual volume of \$600 million.

The Census Bureau reported use of 144,059,000 pounds of carpet-class wool on the woolen and worsted systems for last year, in this country. Man-made fiber consumption for the same period total 43,228,000 pounds, for use in carpets and rugs.

Union Carbide Corporation announced that it had discovered dyes made from sand suitable to dark and permanent shades in coloring glass fabric. These new silicone dyes are useful for modifying properties of the conventional types of silicone oils and resins.

Pyroceram, a glass material said to be harder than steel, announced by Corning Glass Works, Corning, N. Y. It finds use in the nose cones for guided missiles, and its superior insulating properties are ideal in a wide range of thermal expansions.

Australia enjoyed its second largest wool year, being topped only by the 636 million pounds in the year 1950-51. This year's total was 4,886,561 bales with an average of 297 pounds per bale, a total of about 572 million pounds. Average grease price was 79.66 pence (Australian) per pound. Largest purchasers were Great Britain and Japan.

More than twenty-seven percent of all cotton consumed by the textile industry in the United States is processed through mills in South Carolina, according to the Textile Information Service.

The Better Business Bureau of New York City reported only 248 infractions for May and June of this year as against 704 for the same months in 1956, relative to the fiber content in textile fabrics, in advertising and labeling.

The transformation of the buildings of the former Cleveland Worsted Mills Company, Cleveland, Ohio, entailed a \$5 million program by the present owners, Broadway Properties, Incorporated, on the 8½-acre site and the twelve buildings. The erstwhile textile plant, one of the leaders for many years in the textile trade, will house retail outlets, offices, manufacturing, warehousing, and parking.

Great Britain imported more cotton cloth last month than she exported, for the first time in the two hundred year-old history of the Lancashire textile industry. These Board of Trade figures attributed this situation to the imports of low-priced cottons from Hong Kong, India and Japan. India supplied most of the forty million yards imported while Lancashire exported thirty-eight million yards. Figures showed that Britain bought 195 million yards of cotton cloth from overseas in the first half of this year, a rise of 55 million yards over the corresponding time in 1956. Cyril Lord, well-known British cotton magnate, and a persistent campaigner against

unrestricted imports from the mills of the Far East, stated that "all the conditions are favorable for Oriental manufacturers. Nothing can stop them." Low wages, longer working hours, very efficient machinery, organization, and less expenditures were the reasons cited for the present chaotic conditions, especially in the Lancashire area. Harold Bradley, secretary of the Textile Factory Workers' Association, stated that "unless something is done by the Government, the Lancashire industry will become a mere shadow."

Smith, Drum & Company, one of the oldest manufacturers in this country, of dyeing and extracting machines, acquired by Turbo Machine Company, Lansdale, Pennsylvania, for an unannounced price.

Fiber Producers Credit Association is the new name for the Rayon Yarns Credit Association. Originally formed in 1923, the name was Raw and Thrown Silk Credit Association, but with changing times in the textile industry, the name was changed to the Silk and Rayon Credit Association in 1930. Then in 1950 the name became Rayon Yarns Credit Association.

Tests completed by Industrial Rayon Corporation revealed that nylon carpets may be expected to last as much as ten times longer than wool carpets of comparable construction. Higher texture retention and better recovery from crushing were the significant points between the two types of carpeting with the advantage given to those made of nylon. A very significant result of the study showed that from twenty to forty percent of nylon blended with wool increased life of the carpet about five times, as well as improving the ability of a carpet to regain more of its pile height after being crushed, and retaining its texture for a much longer period of time.



AUGUST

The Southern states showed an increase from eight percent in 1955 to twenty-seven percent in 1956 in woolen and worsted spinning machinery. The Census Bureau stated that machinery in place dropped seventeen percent under the 1955 level, in the New England area. At the end of 1956, there were 1,688,091 woolen and worsted spindles in place in the United States including those used in the carpet yarn and carpet plants, as compared with 1,916,853 spindles in place at the end of 1955. New England lost 143,162 spindles while the Southern states gained 23,138 spindles.

Textile Sales, Limited, Montreal, Quebec, closed its Milltown, New Brunswick, plant, a mill that has been in existence for seventy-six years and bought six years ago by Textile Sales. Competition from imported synthetic fabrics was given as the reason for the closing. About four hundred employees were affected. The plant and equipment were valued at about one million dollars.

Rockwell Woolen Company, closed since May after eighty-seven years of continuous production, was sold to Hale Manufacturing Company, East Killingly, Conn.

Springs Cotton Mills placed the largest order ever given for slashers with West Point Foundry & Machine Company, West Point, Ga. In this order for twenty-five multi-cylinder slashers for warps, fourteen go to the plant in Lancaster, four to the Fort Mill plant, three to Kershaw; three to the Gayle plant and one to the Springsteen plant both located in Chester, S. C. The first three mills are all in South Carolina, as well.

Firestone Plastics Company, Pottstown, Pa., announced a new Velon yarn, Velop LP, a low-pressure or linear polyethylene monofilament. High in tensile strength and knot strength, with superior abrasion and moisture-resistance properties, the product is suitable for webbing in outdoor furniture and for broad fabrics for casual upholstery and automobile seat covers.

Super-Suprenka, a new rayon yarn for tires, announced by American Enka Corporation. This is the third improvement in Enka high-tenacity yarns for industrial use since the fall of 1953. Properties of the new product include increased strength in cords of forty-five percent, fatigue quality of very high level, and is said to exceed that of nylon in cords of standard construction.

The Dynel Division of Union Carbide Corporation and Multiplex Products Corporation announced a process for the manufacture of a fur-like fabric that resembles Persian lamb. Known as Dynacurl it is made from curled chenille yarn spun with dynel acrylic fiber. It is embroidered on Schiffli looms to a cotton backing fabric. The fiber is curled and heatset to give the characteristics of Persian lamb. Schiffli, meaning shuttle, is a machine embroidery made on a frame or loom that originated in Switzerland. The frame uses a shuttle top and bottom. Schiffli is comparable with hand embroidery and is used ordinarily for the ornamentation of blouses, curtains, dresses, handkerchiefs, military and other insignia, and slips.

Mr. George Elbogen, president of the International Silk Association, U.S.A., stated that "before World War II, eighty-five percent of the silk imported into this country went into hosiery for women. Now it is less than one percent. But silk consumption has risen from scratch, after the war, to 59,000 bales in 1956." Mr. Elbogen also stated that there are three types of women today who wear silk stockings—the older ladies who stick to their traditional finery; young girls who are allergic to nylon, and those who desire warmth not afforded by nylon. The major producer today is Japan, with India second, and Italy third in the Free World. If mainland China is included, then India would be third and Italy fourth. Chinese silk is barred from the United States, although it does go to Great Britain and other European nations with less rigid trading standards than those of the United States.

England set up a new record in rayon and man-made fibers production during the month of May when it produced 48.9 million pounds, an increase of seven and one-half percent over the previous record month, March, 1956. Japan curtailed the production of viscose filament by twenty percent according to the Japan Chemical Fibers Association. Reasons are stated to be falling prices and inventory accumulation.

Great Britain decided to increase levies on its woolen textile industry in order to expend more money on research in wool and for the promotion of wool products. Included in the expenditures will be increased promotion of woolens in the United States, extension of other markets, combating tariff problems with which they are confronted, quota legislation in overseas markets, and more participation in important fairs and exhibitions in major world areas.

Belding Heminway celebrated its one hundred and twenty-fifth anniversary. The original plant in 1832 was located in North-ampton, Mass. Present-day plants are located in Putnam and Grosvenordale, Conn.; South Hackensack, N. J.; Hendersonville, N. C., Bedford, Va., and Morristown, Tenn.

The South as a whole in the United States produced seventy-two percent of the total silk and man-made fiber fabrics in 1955. South Carolina, according to the Census Bureau, account for thirty-one percent of the total, almost one yard in every three produced in this country. Incidentally, in 1947 there were 112,782 man-made and silk fiber looms in place here, while in 1955, the number declined to 109,476 looms.

Shipments of finished warp-knit fabrics for sale in 1956 totaled 48,314,000 pounds, a twelve percent drop from 1955, when the total was 54,899,000 pounds.

The Industry-Government Council formed this month for the purpose of arranging a joint trade conference between the United States and Japan failed to receive cooperation from the Japanese. A spokesman for the Japanese Embassy stated that there is much interest in the efforts to set up these trade councils, but at present, there is no intention on its part to engage in negotiations directly with the government of the United States.

Run-Prufe Hosiery Mills of Union, S. C., ceased operations.

Dr. Frank Soday, Chemstrand Corporation, stated that while twenty-five percent of industry in the United States is located in the South, only seventeen percent of our nation's scientific and engineering graduates come from that area. He stated that declining interest in the sciences among high school and college students is the main reason.

Two thousand, three hundred and six hosiery styles applied for the Seal of Approval sponsored by the National Association of Hosiery Manufacturers, with about sixty percent of these in women's hosiery.

Mexico ranked second to the United States as the largest exporter of cotton in the world, supplanting both Egypt and Brazil. In 1947-48, Mexico exported 360,000 bales, and in the 1956-56 season the total reached 1,900,000 bales, a phenomenal increase in cotton exports.

A myriad number of boll weevils, including an apparently new and very hardy species, have wreaked havoc on the multi-million-dollar cotton crops in the Carolinas. Infestation was called two to three times greater than last season and every effort is being made to curb and destroy these pests with insecticides as far as possible.

The United Kingdom was the largest buyer of wool in the great South African market with 78 million pounds. France bought 69 million pounds, Germany, 46 millions; Italy, 27 millions; Russia, 20 millions, Japan, 19 millions and the United States purchased a little over 18 millions.

Massachusetts led the nation in production of woolen and worsted fabrics in 1955, with a total of 68.6 million yards or twenty-two percent of the total which was 318 million yards. South Carolina lead in the field of cotton fabrics with four billion yards or thirty-nine percent of the total yardage of 10.2 billion yards of broad woven fabric. The same state led in production of silk and man-made fiber fabrics with 826,521,000 linear yards, or thirty-one percent of the total production in 1955.

Goodrich Chemical Company to triple production of its fiber, Darlan, with its expanded plant in Avon Lake, Ohio.

Howell Cheney, of the famous family of that name, Manchester, Conn., died at the age of eighty-seven in St. Petersburg, Fla. Mr. Cheney retired as director of personnel and public relations at Cheney Brothers in 1933 and then became active in other textile and comparable associations.

SEPTEMBER

Texas topped, as usual, the annual production of cotton in cotton-raising states in this country. It ginned 3,538,376 running bales, for the year 1956. In order, followed the states of Mississippi, California, and Arkansas.

Harrison Young, marketing director of the Better Packaging Advisory Council, as reported by America's Textile Reporter, made some very poignant and succinct remarks relative to the "silent salesman, with patches." Mr. Harrison said that "In today's market with the sales clerk almost at the vanishing point and nearly eighty percent of retail selling done on a self-selection basis, informative tags increase sales as much as one hundred percent. A customer finds that a certain product appears to be just what she is looking for...she fails to find an informative tag...she refuses to trust her own judgment and fails to buy. Research shows that she will buy this same article which happens to be tagged in another store."

Continuing on, he stated that "Since a lost tag means usually a lost sale, it is urgent that manufacturers... exercise the utmost care in tagging their products. It is safest to have the hole through which an attaching string is run, reinforced with a patch so that the tags cannot tear loose. In the marketing world this is what is known as a patched tag."

Bates Industries closed its operations in Lynchburg, Va. Thus, a plant of 182 cards, 1,632 looms and 65,000 ring spindles passed into oblivion. At the time of its purchase only a few years ago from Consolidated Textile Company, the mill employed 1,000 workers. The last two hundred workers ceased operations with the mill closing, a plant well-known for its sheetings and printcloths.

Bertrand W. Hayward, President of Philadelphia Textile Institute, at a joint meeting of the Education Committee of the American Cotton Manufacturers' Institute, brought out the point that the answer of the textile industry was not very clear relative to the question, "Does the Textile Industry Need Textile Colleges?" Dr. Hayward pointed out that "for some reason or reasons it has been necessary to go outside the industry to obtain financial aid and support." Out of 170 questionnaires sent to textile manufacturers recently, only sixteen replies were forthcoming.



Chadbourn-Gotham, Inc., began production on a new invisible-seam stocking for women. This new full-fashioned seamless stocking is said to represent the first basic change in hosiery construction in more than fifty years. Product and process patents have been received from the Patent Office in Washington. The seam, flat and non-bulky, is said to be invisible to an observer a few feet away. All deniers of nylon yarn are used in the hosiery from sheerest to the service weights.

Burlington Industries acquired seven plants formerly controlled by the Huggins Estate, four in the Martel group and three in the Henrietta group. Alester G. Furman Company, Greenville, S. C., handled the negotiations.

The Japan-United States Textile Information Service organized as a clearing house for information on the textile industry in Japan and to provide data on trade between the two countries. Headquarters are located in 130 East Fifty-ninth Street, New York City. M. Okita, president of Kanebo-New York Inc., is director of the project.

The Wanskuck Company's plant in Oakland, R. I., was purchased by the Oakland Uniform Mills, Inc., a Rhode Island corporation. For over ninety years the Oakland Mill was considered one of the very best in the production of woolen fabrics. Wanskuck also disposed of its Wanskuck and Steere mills located in Providence, R. I.

Woonsocket Spinning Company, Woonsocket, R. I., celebrated its fiftieth anniversary this month. The company has made the very best of yarns since its inception in 1907.

A British-owned plantation in Mississippi received the Agriculture Department's largest loan support in 1956, a total of \$1,446,605. The Congressional Record revealed that the loan was for 8,967 cotton bales to the Delta & Pine Land Company, Scott, Miss. The amount was more than double the next largest loan, which was for \$705,648 and which went to the South Texas Rice Farms, Roshoron, Texas, for 125,160 hundredweight of rice.

Ernest R. Kaswell, President of Fabric Research Laboratories, Dedham, Mass., in an address given at the annual meeting of the American Chemical Society in New York City, brought out the interesting fact that in 1956

ninety-two and one-half percent of all fibers consumed in the United States were either natural or natural-base regenerated fibers. Exact percentages showed cotton in commanding lead with sixty-six and nine-tenths percent; acetate and rayon reached eighteen and one-half percent; wool accounted for seven percent, while silk totaled only one-tenth of one percent. Thus, all other fibers totaled seven and one-half percent.

The Board of Managers of the New York Cotton Exchange voted to lower margin requirements on cotton futures contracts from \$750 to \$500 per contract at its current price level. In addition, proportionate reductions at higher price levels were likewise adopted. The new rates became effective on Sptember 9, 1957. Comparison of the old and the new margins follow:

OLD:

Prices in cents per pound:	
Up to 34.00 cents	\$ 750
34.01 to 36.00 cents	1,000
36.01 to 37.00 cents	1,500
Above 37 cents, add \$500 for each one ce	nt increase.
NEW:	
Prices in cents per pound:	
Up to 35.00 cents	\$ 500
35.01 to 37.00 cents	750
37.01 to 38.00 cents	1,250
Above 38 cents, add \$500 for each one ce	

New officers of the Fiber Society elected for the forthcoming year are Wayne Sisson of American Viscose Corporation, president; S. Jack Davis, Chemstrand Corporation, vicepresident, and Julian Jacobs of Textile Research Institute, Princeton, N. J., secretary.

OCTOBER

Roy Peterson, a twenty-four-year-old farmer, won the National Cotton-Picking Contest for the second straight year. Mr. Peterson, a local farmer in Blytheville, Ark. where the contest is held annually, picked eighty-eight pounds in two hours to win the title and the cash prize of \$1,000. He also won the championship in 1952.

Wellington Sears Company produced for Textile Products of Newark, N. J., a non-woven cotton cloth which will be a substitute for all applications where laundered or new and shop towels are now used. Features of the product include high absorbency, freedom from lint, good wet strength, pleasant hand, and feel and ability not to crumble after use.

Tufted carpets accounted for forty-six percent of all carpets sales in the United States in 1956, a nine hundred percent increase since 1951. Axminster woven carpets, the lowest-priced carpet line, declined from fifty-two percent of sales in 1939 to seventeen percent in 1956. Wilton and velvet carpetings held their own in sales last year. 1956 carpet production was up seventeen percent over 1955.

Fulton Bag & Cotton Mills, New Orleans, La., sold its textile bag manufacturing branch in Denver, Colo., to the Fulton-Denver Company. Fulton discontinued its textile bag manufacturing in Denver.

National Research Project 6-C questionnaires revealed that American women, in a national survey, preferred wool interlinings in winter woolen coats with 54.7 percent voting for this type of interlining. Twenty-eight percent favored metal-backed lining, while the remainder, 17.3 percent, were divided among fiber glass, alpaca, fur, and polyurethane linings.

Clinton Woolen Manufacturing Company, Clinton, Mich., sold to J. P. Stevens & Company, New York City.

The Fall River, Mass. plant of Pepperell Manufacturing Company sold to Irving Gross, textile man of that city and Providence, R. I. Mr. Gross is vice-president of Fairhope Fabrics Company, and president of Granite Looms, Inc., both in Fall River. Pepperell sold the plant because of its discontinuance of sales of filament nylon and acetate blankets and sheets.



Henry H. Heimann, executive vice president of the National Association of Credit Men, cited the two principal stumbling blocks of the textile industry — the Government and foreign competition, the latter largely the result of action or inaction in Washington. Mr. Heimann stated that "the Government not only controls the cotton acreage, but it buys cotton through its price-support program. It sells cotton at two prices. The lower one is for foreign buyers, the higher price for its own people. In its sales abroad it is willing to take foreign currency in payment. The effect of this is that domestic interests help to build competitors' plants abroad."

Miss Irene L. Blunt, one of the most revered persons in the entire textile industry was tendered a reception by the National Federation of Textiles in the Ambassador Hotel, New York City. Miss Blunt completed forty years of service to the Federation and served for many years as the Executive Secretary and Treasurer. Close to one thousand persons paid homage to Miss Blunt at the affair, under the aegis of Mr. Andrew Sokol, vice-president of J. P. Stevens Company. The Textile Veterans Association established the Irene L. Blunt Textile Award in the Fashion Institute of Technology, New York City. The award is an engraved medallion and a monetary prize to be given to the outstanding student in the Textile Department at the annual Commencement Exercises of the College. Dr. George E. Linton, Textile Editor for American Fabrics, is the Dean of the Textile Department at the Institute.

The Manhattan Shirt Company celebrated its one hundredth anniversary. Mr. Sylvan Geismar, president, has been with the company fifty years. In 1907, at the age of fourteen, he took his first job with Manhattan, as a messenger. Mr. Geismar has been president since 1955. The original trademark of Manhattan, 179, was registered on February 28, 1871. Pajamas were added to the line in 1910, underwear in 1920, sportswear including shirts, swim trunks and walking shorts in 1933. Handkerchiefs were added in 1935 and neckwear in 1941. In 1954, the company entered the women's apparel field, the Lady Manhattan brand, with women's shirts made

with man-tailored features. The original plant in Paterson, N. J., has grown into three separate plants and other factories of the company are located in Middletown, N. Y.; Americus, Ga.; Charleston Heights, S. C.; Salisbury, Md.; Scranton, Pa.; Lexington, N. C., and Kingston, N. Y. Total sales are about \$35 million at present.

Representatives of twenty-one nations attended the International Silk Congress, held under the auspices of the International Silk Association, U.S.A., in the Waldorf Astoria Hotel, New York City. The United States is the largest consumer of silk. The recovery of silk has been interesting. In 1929, the high-water mark for silk consumption in the United States, the monthly average was 8,168,000 pounds. In 1934, at the bottom of the depression, the average fell to 5,037,000 pounds, and in 1942, with World War II going on, the average fell to 17,000 pounds per month. The present average of consumption is now about 600,000 pounds per month. While this figure does not nearly compare with the peak year of 1929, it does show, despite the inroads of the man-made and synthetic fibers, that silk is coming back in favor with the consuming public, chiefly in silk fabrics for women's wear, the silk suit and the silk dinner jacket in men's wear, lingerie and footgear.

Toyo Koatsu Industries, Inc., announced a new polyure fiber, Urylon, which is said to be lighter, stronger, and more heat-resistant than nylon and resembles wool and terylene in texture. Fishing nets have been used made of the fiber with good results from rigorous testing.

Hartford Rayon Company, a unit in the Bigelow Sanford Carpet Company, Inc., announced its entry into the drapery and upholstery fabric fields.

The Harris Research Laboratories, in conjunction with The Wool Bureau, announced that a series of studies and research will allow wool skirts, sweaters and trousers to be placed in washing machines without any fear of shrinkage because of felting.

Belmont Yarn Mills Corporation closed its plant in Woonsocket, R. I., because of high operating costs and current difficulties in the woolen textile field. Over one hundred employees are affected.

The Securities and Exchange Commission and the Federal Trade Commission in a joint government report stated that half-year profits in the textile industry amounted to \$131 million as against \$164 million in the first half of 1956. First-half sales in 1956 were \$6,510,000,000, against \$6,481,000,000 in the first half of 1957.

Circular knitting machines for hosiery in the United States totaled 88,364 frames. The Morris Speizman Company in a machine survey stated that 47.1 percent were men's types; 25.2 percent were women's seamless types; and 27.2 percent in the misses' and childrens' types. North Carolina led all states with 46,838 units, or fifty-three percent; Tennessee had 13.8 percent, Georgia, 8 percent, and northern knitting areas showed a total of 9.2 percent. The mid-West and far-West showed 5.1 percent.

NOVEMBER

E. I. duPont de Nemours & Company, Inc., in a survey stated that eleven percent of the male population owned wash-and-wear suits, sixty percent wash them, and one half of the purchases made were urged by women because of the ease of cleaning; ninety percent stated they were much pleased with their purchase and its performance.

Japan imported machinery to the total of \$409,500,000 in 1956, a rise of two millions over the year 1955.

The Jersey Institute adopted recently a set of quality standards to govern sales and the distribution of wool, wool blends and manmade fiber jersey fabrics. Plains, fancies and novelty knits were incorporated in the findings.

Alfred J. de Gozzaldi, Chairman of the Board of The Carpet Institute, stated that 114,000,000 square yards of carpeting were produced in the United States in 1956, and that this should be the yardage for the present year. He also stated that carpet imports were at the rate of 4,700,000 square yards a year.

Textron, Inc., purchased the Accessory Products Corporation, to enlarge their electronic and aircraft fields. The company is located in Whittier, Cal.

Following the Indo-Japanese agreement for the purchase of Japanese textile machinery on a deferred payment basis in order to modernize the mills in India, reports are that India has received comparable offers from Russia, Great Britain, Czechoslovakia, and Yugoslavia. This important project in India is expected to increase Indian exports necessary to abolish the present foreign exchange gaps.

Since 1940 it has been estimated that five million persons have left the cotton farms of Alabama, Georgia, North Carolina and South Carolina to obtain work in industry. And of this total, four million persons have migrated to the congested cities of the North. These four former giants in the raising of cotton now produce only 12.8 percent of the cotton now raised annually in the United States.

Justice Benedict D. Dineen decreed the New York City gross receipts tax law unconstitutional when applied to business activity exclusively in interstate commerce. Judgment of \$26,773 has been granted Berkshire Fine Spinning Associates, Inc. (Berkshire Hathaway, Inc.). Berkshire contended that its plants and sales office were outside New York City and should not be liable to the city sales tax since they merely maintained a business office in Worth Street, New York City. Justice Dineen stated that "the law was null and void insofar as it was enacted for the purpose of and is intended to be applied and to reach the plaintiff's business activities in the City of New York."

Berkshire Hathaway, Inc., has licensed Silkona Strumpffabrik of Pforzheim, Germany, to produce nylon hosiery. The yarns will be supplied by DuPont and the company will offer two types of "Berkshire" stockings which will compete pricewise with normal German lines.

Textile Economics Bureau, Inc., in conjunction with E. I. DuPont de Nemours & Co., Inc., revealed the following survey figures on manmade textile fibers. Since 1949, these fibers have increased almost one hundred percent in

the category for apparel for men's and boys' wear. Consumption of all fibers in this field, in 1949, amounted to 1,132,300,000 pounds, of which 113,200,000 pounds was man-made fibers, an even ten percent. In 1955, the last full year for available figures, the total fiber consumption was 1,371,900,000 pounds with 209,900,000 of this amount man-made fibers, or 15.3 percent. Cotton rose from 830,900,000 pounds in 1949 to 967,500,000 pounds in 1955. Wool consumption in 1949 was 186,000,000 pounds and in 1955 the total rose to 191,000,000 pounds.

A recent survey of the thread industry showed that there are one hundred and thirty companies that manufacture thread and a total of one hundred and sixty plants, most of which are located in small towns in twenty states in the United States. The major companies include Belding Hemingway Company, the oldest of all and founded in 1832; Coats & Clark, Inc., established in 1865 and the largest manufacturer of home sewing threads; American Thread Company, founded in 1898 and the largest concern in the field of industrial threads; Gardiner Hall Jr., Thread Company, in business since 1859 and one of the oldest companies in the manufacture of both home and industrial threads; Threads, Inc., Gastonia, North Carolina, founded in 1930 and the Standard-Coosa-Thatcher Company, Chatta-nooga, Tennessee, established in 1891. The Thread Institute, Inc., has Mr. David Snyder as its executive director. In 1956, 67,900,000 pounds of thread were made and consumed in the United States. Manufacturing industries used 54,800,000 pounds while 13,100,000 pounds were consumed in home sewing circles. In a further breakdown, cotton accounted for ninety-five percent of manufactured thread, with linen, nylon, rayon and silk making up the remaining five percent.

The American Dyestuff Reporter, official publication for the American Association of Textile Chemists and Colorists, celebrated its fortieth anniversary of publication.

A report from the University of New Hampshire revealed that two out of every three women in the United States have sewing machines. Sixty-two percent of the women, whose ages were from eighteen to sixty-five years, owned their own machines and seven percent rented or borrowed theirs. Not more than four percent of the garments made were for the man of the household.

Duray Textiles, Inc., Woonsocket, R. I., acquired the property of Airedale Worsted Mill of that city.

Chatham Manufacturing Company, Elkin, N. C., is now the proud owner of an old loom made by Daniel Boone when he lived in what is now Davie County, N. C. Believed to be about 175 years old, the loom was acquired from a descendant of the Boone family in Elkin. After restoring the loom to its original appearance, it will be placed on exhibit.

Fred Scholler, 71, Chairman of Scholler Brothers, Inc., Philadelphia, Pa., and one of the industry's outstanding textile leaders, died in his native city of Philadelphia. For many years he was President of the Philadelphia Textile Institute Foundation and well known for his philanthropies.

An Orlon sweater, said to be completely machine washable and dryable as well as pill-proof and staticproof, was recently developed.

It is made of modified spun Orlon yarn and knit on conventional full-fashioned equipment. The American Institute of Laundering issued the sweaters its seal of approval.

The Department of Agriculture reported that Jack A. Harris, cotton producer of Arizona, had paid the Government a penalty of \$965,595 for the right to market 1957-crop cotton raised in excess of his Federal crop-control allotment. This is the largest penalty ever to be exacted since the 1938 marketing-quota law. The penalty was levied on 10,436 bales of cotton raised near Maricopa, Ariz. Mr. Harris did not have an allotment for this acreage. Earlier this year he had collected \$209,000 for retiring from production this year 1,660 acres of land in Pima County, Ariz., under the Soil Bank Plan. This was land that had been allotted to him. The Farm Law directs the Department to collect a penalty of eighteen and one-half cents a pound on cotton grown on land in excess of an allotment if the cotton is marketed. This is equivalent to about one-half of the market price for the cotton in question.

Farbenfabriken Bayer, Leverkusen announced a fully absorbent Perlon (German nylon). The process is claimed to be suitable for other polyamides. Its debut was made in Lippstadt at the annual meeting of companies licensed for hosiery by Christian Dior.

The Portuguese government, faced with a shortage of wine storage tanks, introduced neoprene-lined nylon containers capable of holding 330,000 liters (over 80,000 gallons) of wine. The first tank built required only two days to manufacture.

DuPont discontinued manufacture of Type 168 Super Cordura high-tenacity rayon in its Richmond, Va., plant. Type 272 was not affected by the plan. Employees used in the manufacture of Type 168 will obtain work in the new nylon operation of the company, a plant that will increase nylon output by 40 million pounds annually.

John C. Hughes, board chairman of Mc-Campbell & Co., Inc., and Barry T. Leithead, president of Cluett, Peabody & Co., Inc., received silver engraved trays in recognition of distinguished service in the textile industry from the New York Board of Trade at a luncheon in the Waldorf-Astoria Hotel. One of the outstanding events of the year in New York City textile affairs, the presentation was made by William P. Wright, Jr., vice-president of J. Walter Thompson Company, advertising agency, and chairman of the Board's Textile Division.

Burlington Finishing Company, a subsidiary of Burlington Industries, named licensee for the new Aston anti-static finish developed and marketed by Onyx Oil & Chemical Company. The finish is applied to synthetic fabrics and imparts a "breathing quality" to these fabrics which allows them to absorb moisture and to dispel any clammy or hot feeling.

Burlington Industries, Inc., formed a new member organization, the B. I. Cotton Mills, with headquarters in Greenville, S. C. The organization will operate the Ely & Walker group of plants and the Martel-Henrietta group, a total of fourteen plants with about 580,000 spindles and 14,600 looms. Henrietta and Martel mills were acquired in September.

Alfred Politz, Inc., in a survey made on amounts spent by households on men's and

boys' clothing in 1956, revealed some interesting figures. One hundred and twenty three dollars was the total expended after 24,112 individuals and 10,243 homes were visited. Average expenditure on clothes and accessories came to \$494, of which \$210 went for women's and girls' clothing, \$16 on clothing for infants, and an additional \$25 on men's and boys' footwear.

A government report revealed that wages since 1947 increased about sixty percent an hour while productivity increased only about twenty-five per cent per hour. The report showed the margin within which wage increases can be granted without increasing production costs or curtailing the amount available for other income payments.

According to the National Industrial Council, there was a drop of about sixty percent before taxes and about sixty-five percent after taxes in the textile industry between 1948 and 1956. Textiles led the twenty major industries of the United States in the decreased percentage of profits. One executive blamed the situation on the rising costs in labor and the continued heavy tax burden and not "to the greed of manufacturers for exorbitant profits" as some circles have claimed in the losses incurred by the industry as a whole.

DECEMBER

Botany Mills, Inc., acquired Smartee, Inc., manufacturers of knit sportswear. Smartee has 500 employees in its two plants, and combined sales of all its divisions exceeded \$8 million per year. Botany's sales are now at an annual rate of \$100 million. This purchase by Botany is its twelfth since its expansion program was inaugurated in 1955.

Jacob S. Potofsky, president of Amalgamated Clothing Workers of America, a 400,000-member union, stated that the end of the blue jean era would not solve the way in which teenagers dress themselves, but that it might help to make better dressed youngsters. In addition, Mr. Potofsky stated that "I think the American male, generally speaking, is under-dressed and undereducated." Further, he stated, "It is sad, but Elvis Presley has more influence on young people of today than our educators."

Harry A. Cobrin, executive secretary of the Clothing Manufacturers Association, revealed that the men's clothing industry operated at sixty-six percent of capacity in the month of October, compared with eighty-six percent in the like month a year ago. The number of suits cut was eight percent below that of October, 1956.

A study by the Industrial Conference Board stated that excessive inventories of manufacturers rather than a decline in consumer demand was responsible for the prolonged cut-back in textile production. Textile inventories at the present time are about ten percent above normal. As a result many textile plants have decreed several days vacation for their employees during the Christmas period, in the hope that supply and demand for textiles will become normalized.

Homelite, a division of Textron, Inc., opened a new plant for the manufacture of chain saws in Gastonia, N. C. Over 100,000 chain saw units will be produced on an annual basis. Six hundred persons will be employed in the new plant,

whose home plant is in Port Chester, N. Y. Governor Luther B. Hodges, Governor of North Carolina, at the dedication ceremonies of the new plant stated that Textron had invested more than \$35 million in plants and equipment in his state. Royal Little of Textron was the principal speaker at the exercises

The "sack look" line of clothes for women, which created considerable furor in apparel circles, has been sacked. The first London showing since Christian Dior died last month dem-onstrated that while the House of Dior would continue to carry on the traditions of Dior there is, however, to be a sudden demise for the "sad sack" and that there would be a quick return to the straight, casually fitted suits which have stood the test of time and the discriminating tastes of milady for many seasons. The successor of Dior is a 21-year-old youth of promise, Yves Mathieu Saint-Laurent. His contributions thus far are bloused backs, the socalled "blouson line," a low-slung hip-line, and a variety of collars and cowls that emphasize the neckline. Bows are now worn, rather in

Doverdown Hosiery Mills, Griffin, Ga., after an existence of forty-one years closed its doors because of the economic situation in the industry. About 250 employees were affected by the order to close out operations.

About seventy-five percent of the 1958 production of carpets of Bigelow-Sanford Carpet Company will be made in their Southern plants.

The DuPont Company is putting more than \$15 million into its thirty-year-old program of fundamental research this year — the search for scientific knowledge without regard to specific commercial objectives. The company, which has been in basic research for about thirty years, has a very wide range in its objectives — organic and inorganic enemistry, but logical chemicals, polymers and plastics, fibers and films, metals and alloys, etc.

Rayon carpet imports for staple fiber amounted to 26,957,000 pounds in 1956.

Celanese Corporation of America has thirteen textile plants in seven states in this coun-

Japanese manufacturers are being urged to shift their main sales energy to Europe and the United States and away from Asia, where they are meeting stiff competition from India and Red China. They will aspire to improve their cotton goods to the point where they will "be on the highest level in quality and can compare with comparable cotton cloths throughout the world."

The Commodity Credit Corporation has seven million pounds of wool on its hands at present. Unless sold soon it may cause depression for the market clip of wool for 1957.

Two balloons of DuPont coated fabric went aloft at Abilene, Kansas. They were used to actually lift a unique factory building onto its foundation. The balloons will serve as a temporary base for the construction of a 145-foot diameter Kaiser aluminum stressed skin dome that will house 400,000 bushels of grain for the Fi Fo Conveyor Company.

V. J. McDermott chosen president of the C. F. Hathaway Company, the oldest shirt-making company in the United States. Founded in 1837 by Charles F. Hathaway, the company operates plants in Waterville, Me.; Lowell, Mass., and Prescott, Ontario, Canada. Wellington-Hathaway, Ltd., is a Canadian subsidiary of the parent company.

The largest heat-treating nylon plant in the world is now in operation at The Firestone Tire & Rubber Company, Akron, Ohio. More than ninety feet tall, the electrically controlled machine impregnates nylon cord with a chemical solution, then stretches it and tempers it in a bank of powerful ovens.

Dr. Cleveland L. Adams, Head of the School of Textile Technology, Alabama Polytechnic Institute (Auburn), Ala., elected President of the National Council for Textile Education for the coming year.

The per capita amount spent by every man, woman and child in the United States annually for all types of apparel, plus laundering, cleaning and pressing is one hundred and forty dollars.

Hope Skillman, outstanding textile stylist, elected president of The Fashion Group, Inc. Known for her own million-dollar textile concern, Miss Skillman was one of the pioneers to make cotton a genuine "high fashion" fabric. The Group includes more than three thousand fashion editors, publicists, manufacturers and designers. This is the first time in the twenty-six years of the Fashion Group that a woman from the textile industry has been chosen for president.

The United States Rubber Company entered the polyethylene yarn business. In the textile business since 1917, this is the first time the company has undertaken manufacture of plastic yarns. The products are manufactured in the Providence, R. I., plant of the company.

On December sixth, the final issue of the Bulletin of the National Federation of Textiles, Inc., was received by its members. The famous Bulletin service was instituted in 1872, in some form or other such as the well-known Silkworm which was formal in format. Originally a monthy publication, The Bulletin became a weekly in 1936. The Federation will be joined with The American Cotton Manufacturers Institute, Inc., effective May 1st, 1958. The new issues will feature Textile Trends, The Bulletin, Public Relations Pointers, Textile Hi-Lights, a quarterly statistical bulletin; and an Economic quarterly statistical bulletin; and an Economic Bulletin to cover constructions and products in the textile industry. Mr. Andrew J. Sokel, a vice-president of J. P. Stevens & Co., Inc., and one of the outstanding persons in the entire industry, is the last president of the Federation which has served the industry for eighty-five

The Dobeckmun Yarn Division of Dow Chemical Company, producers of the well-known metallic yarn, Lurex, began its series of Technical Service Bulletins. Features in the bulletins include general specifications and operating data and examples for various types of knitting, braiding, sewing, tufting, as these and newer techniques in the field are developed for the trade.

The famous Fontana Sisters of Rome celebrated fifty years of existence for their House of Couture. "Mama" Fontana, the founder, achieved great success in her "mother and daughter" ensembles, at the height of her

Textron, Inc., the well-known diversified Rhode Island holding company in textiles and in many other fields, set up its Hawaiian Division to continue operation of the liner Leilani between Hawaiian ports and the West Coast. Formerly known as the LaGuardia, the ship was purchased from the Maritime Administration over a year ago. Textron spent well over \$1 million to recondition the vessel.

West German cotton importers placed an order for cotton to the amount of \$25 million with the Soviet Union. Shipments of cotton raised in Kazakhstan have been received by the Bonn Government already. The Russian cotton, according to reports from Germany, is superior to ordinary cotton raised in the United States along competitive price lines.

Princeton Knitting Mills, Inc., New York City, announced its new high-pile fabric, Chinella. The fabric is the result of four years' research and development, and 2,477 sample runs were made before the fabric was approved. Its resemblance to natural fur is said to be fantastic.

Development of a knitted plastic fabric originally planned for girdles in place of steel boning has been announced by Munsingwear, Inc., Minneapolis, Minn. Known as Vinray, it is possible to sew completely through the material, which is pliable as well as easy to cut and sew. Comfortable and long-wearing, it can be washed, ironed and dry cleaned. Possible uses include cap visors, collar and suit tabs, millinery, and softshoe soles.

Russia began giving out some information on their synthetic fibers. Their nylon-type fiber made from a phenol base is called Kapron, which they claim is fifteen percent lighter than silk and three and one-half times stronger. However, the stronger is the stronger of the stronger in the stronger is the stronger of the stronger in the stronger. siery soles are being stitched with thread made of the product, the diameter of which is 0.5 millimeters. Other uses include fur coating, fishing nets, tire cord, and suiting fabrics. Lavsan, a wool-like synthetic, resembles Ka-pron but possesses higher heat retention. Ni-tron, also resembling wool, is noted for its crease-resistance and crease retention. Chlorin was also announced at the same time in the Teknikha Molodyezhi, Russian monthly review journal. This acid-resistant fiber is being used in industry.

Edward J. Russell, vice president of Troy Blanket Mills, Troy, N. H., elected chairman of the Executive Committee of the Wool Manu-facturers Council of the Northern Textile Association, at its one hundred and third annual meeting which was held in Portsmouth, N. H. Henry A. Truslow, president of Ponemah Mills, Taftville, Conn., was chosen president.

Frederick L. Bissinger elected group vice-president of Marketing Research Division, Industrial Rayon Corporation.

Hugues Morel-Journel, president of Morel-Journel & Company, Lyons, France, a leader in French textiles, chosen president of the twenty-three nation International Silk Associa-







CASE HISTORY

How a truly Wash-and-Wear Dinner Jacket was developed, tested and found Fully Satisfactory

One major reason why men dress so infrequently has been the need to dry-clean and press a dinner jacket after each wearing. S. Rudofker, maker of After Six dinner clothes, set out to beat down this objection by developing a Wash-and-Wear dinner jacket. As a staid Philadelphia clothing manufacturer, the company set no time limit on its studies; made only the stipulation that the final product must deliver complete satisfaction before it would be marketed.

Four years, and countless types of material, were used up before Rudofker put its label on the garment it considered good enough. Every bit of material from lapel to lining is now completely guaranteed as washable; as for ironing, Rudofker cautions purchasers that after five or six washings, the jacket will require a slight touching-up. This is what we mean when we say: be completely factual in making Washand-Wear claims. Consumers will buy readily enough; will be satisfied once they know what to expect.

This is the construction of the Rudofker jacket:

Body Fabric: Burlington's blend of 50% Dacron and

50% Orlon

Tape: Crosscut Nylon with fused edges

Canvas: 100% Dacron

Pocketing: Nylon

Padding: Bonded Nylon wadding with Nylon mesh

cover

Lining: Skinner's Nylon

Thread: Dacron

Buttons: Polyester fiber

WARREN MAKES LAMBSWOOL BEHAVE

Lambswool has certain characteristics which make it one of the most acceptable of yarns. It is soft. It takes color of all kinds easily. It is light in weight. In short, lambswool has everything people would like to have in their summer clothing.

Unfortunately lambswool also has other characteristics which make it, alone, unsatisfactory for outer apparel. Prominent is its characteristic nature of giving with the body; and while this is admirable in a sweater it is a deterrent to its use in such things as jackets, slacks, shorts and women's sportswear.

But Warren of Stafford, a mill which always comes up with out-of-the-ordinary fabrics, puts its collective genius to work on this problem and came up with the answer: a blend of 60% fine-spun lambswool with 40% Orlon. To get an idea of its lightweight, take the construction: less than five ounces in weight. This puts the fabric into the lightweight class of a good cotton or nylon suiting; but it has advantages which these miss.

First of all is the matter of hand: Warren's fabric has the feel of a fine, soft lambswool. Second, the fabric takes all hues and colors like a duck to water; this gives the apparel industries all the latitude in the world, season to season, in



color ranges. Third, the blend of Orlon makes the fabric behave beautifully, even in damp and humid weather; it doesn't hang and sag at the elbows and knees, or across the seat.

At the moment the cloth has been confined to a handful of top manufacturers in the men's clothing field. However, it is in the works to spread to the men's and women's sportswear fields, with one or two idea-houses carrying the banner.

This is how Creative Thinking proves its worth.



REDISCOVERING THE OBVIOUS

A Most Difficult But Highly Rewarding Project

For the Executive Responsible for Decisions

WAY OUT OF BUSINESS? This is a question leading economists are posing to all captains of industry; it is particularly pointed in our own field. As an article descends in price it reaches the intangible point where the public decides to stand pat and wait for more reductions. At the same time, as goods goes lower in price it appeals more to the rapidly diminishing lower-income and sub-standard brackets, which are (a) decreasing in numbers and (b) unprofitable to anyone. With Government committed to greater expenditures which mean greater disposable income for the masses; with anticipated public interest in soft goods, reversing the trend of recent years, it seems the textile and allied industries would aim their thinking in terms of selling better quality, better margin goods; and halt the dangerous trend toward lower quality and lower prices.

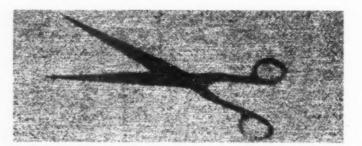
Interesting forecast: it is anticipated that, barring disaster or suicidal war, United States population 17 years from now will reach 221,000,000. This is over 50,000,000 more people to be clothed and outfitted . . . a goodly market by itself. Certainly no room for gloom in this picture.



THE BATTLE OF THE CHEMISE which started in Paris last October reached Rome in January. While Italian designers debate the future of the loose-fitting dress, American firms are making and American stores are selling the chemise (or saque, if you prefer) in the millions. AMERICAN FABRICS (issue #41) showed the first versions by Chanel and Lanvin-Castillo; point emphasized was that in the right fabric the reborn chemise could take hold. Thus far there seems to be neither age nor price limit; teens as well as matrons like the ease-of-fit, the change-of-pace.

WHY MILLS SHOULD HELP THE MEN'S CLOTHING INDUSTRY OBSOLETIZE

THE SINGLE-BREASTED SUIT: Simple arithmetic in this case indicates what the mills, much more than any other segment of the men's wear industry, have to gain by persuading men to switch from single-breasted to double-breasted suits. As all of us too sadly know, men buy new suits generally on the basis of actual need, and not fashion. Thus the men's clothing manufacturers and retailers have a fairly good idea, season by season, as to how many units they can sell . . . and for all the years since the War Production Board forcibly effected the changeover in order to conserve wool yardage, the number of units sold nationally in clothing has increased just about in proportion to the increase in adult male population.



But to give an indication as to what can be done when publicity pressure is put on men, one need but study the production figures in men's suit manufacture while the Ivy Look was coming up to its present peak. Unfortunately, the upward curve of unit sales in finished clothing was not paralleled by the salescurve in woolens: the Ivy League suit takes less yardage than the previous models with wide shoulders and draped chests.

Since Fashion works from the top down, the wool industry (and this includes blends as well) has a good opportunity to make the double-breasted suit popular once more. Whereas two decades ago many of the fashions for men were set by the Duke of Windsor, today Prince Philip may become one of the protagonists of what is new and correct. In the picture shown here he is wearing a double-breasted suit; and our Fashion Research Department reports that this model has been coming along slowly but surely for the past two years.

It is simple to understand why the men considered the best dressed change their style of attire every few years. They launch a new Fashion, and wear it until they see it aped by every man they meet. At that point their instinctive desire to be noticed, coupled with the financial ability to afford change, urges them to try something different. As the Fashion percolates down the ladder, first to adopt it are the socially prominent and the leaders in business; finally, when the shipping clerk is ready to buy a new suit, he looks for one which copies the Boss's style. And that's when the Boss starts to look for something different.

This is why Fashion authorities study what they call cycles: the period in which a specific Fashion comes up to its peak and then starts its descent.

GRAPE CAN BE SQUEEZED JUST SO

HARD... then skin bursts and all is lost. Consumer apathy towards soft goods in past six months has left its mark all the way down the line. Retailers are building inventories around small hard core of staples, surrounded sporadically by special promotion goods. When a department store offers a special, it is generally at expense of manufacturer; manufacturer in turn finds himself squeezed and asks for handouts from converters.

This applies when converter hews to old lines, refuses to try new leads and new methods of merchandising or selling. Strange to relate, despite general trend some companies are still doing fine. They constantly create new ideas, act on principle that nobody ever went broke taking a profit.

Small textile company ofttimes feels it can't afford to try new ideas steadily because of inventory risks. Nonsense. They can't afford *not* to try this tack . . . providing they have access to sound information in trends and styling.



We are not disturbed by arithmetic showing decline of textile sales in percentages: 10.5% of disposable income in 1947, only slightly over 7% in 1955; phenomenal growth of disposable income in dollars takes care of that. However, we are fearsome of trend which shows that we have not kept pace with other major industries in getting even bigger share in dollars.

This can only mean that textile industry is fighting competition within its own industry; fails to recognize that all industries are fighting for the same dollar of disposable income . . . and undoubtedly getting more than we are. Reversal of this trend can only be effected if all textile companies finally shuck off wartime complacency and roll up idea-sleeves in product development, merchandising and promotion.

INTERESTING TO OBSERVE and dismaying as well is the method whereby apparel manufacturers select colors in fabrics. In one afternoon last week we were present when a volume dress manufacturer and his designer worked with three different textile salesmen. After choosing the fabrics, they asked the salesman in each case, "Which are the four best colors?" Truthfully, we assume, the salesman chose the four shades which he (or his firm) had found most active.

Assuming, as we said, that the salesman was honest, this is the retrogression: If this particular manufacturer was #51 in his list of calls, he had voluminous experience to warrant the selection of these particular colors. The same prevails insofar as Customers #50, #49 and well down the list. But if we skip to Customer #1, the first manufacturer to whom this salesman showed his line, and when the customer asked, "Which are your four best colors?" . . . then the salesman was most likely put into the position of picking the four colors he personally liked. Suppose he was wrong? And suppose, as is at least a fifty percent probability, that he similarly steered the next fifty manufacturers wrong?

It might be argued that if enough manufacturers show the same colors, their sheer weight of numbers will put over a group of shades. This, in our opinion, is not proved by the markdowns both manufacturers and retailers take on left-over wrong colors.

Reasoning back, this implies that in the same companies the people responsible for selecting the colors to include in the new lines may also select on the same basis of what they as individuals may like. And the extent of the closeouts many textile firms take in disposing of yardage dyed or printed in unsaleable colors, season after season, indicates that there is undoubtedly too much of the hunch-and-guess technic in the formulation of color ranges.

There is undoubtedly a strong connection between fashion-rightness and sales. The very word "fashion" means: a style which meets with widespread acceptance; this may apply to a color as well as a silhouette. The trick is, as we see it, first to take accurate and adequate steps to predetermine in which direction the public taste is apt to move . . . and be there when the public reaches the point of buying.

All the millions of dollars spent in promotion, let alone merchandising, an unpopular idea cannot put it over. We need only look back to 1946 and Dior's then-new silhouette to prove this point. A mere fraction of what is spent, day after day, by the textile industry in trying to put across an unsound idea . . . if it were invested beforehand in more thorough color-predetermination . . . could not only save many millions but also produce more volume at a greater profit.

Possibly this is a responsibility which should rest on the shoulders of the companies which sell the dyes, rather than the printers and converters. Or perhaps all should share the burden as well as the profits. But surely it is a problem of mutual interest. And the sooner, and closer, all parties work toward better color predetermination, the better for everyone.



TOO MUCH TIRED BLOOD IN THE IN-DUSTRY? Common to most major industries is the wail that not enough young people are being brought into the fold. Heavy industry has been making a drive to attract youngsters; offers such blandishments as relatively high starting pay, pensions, hospitalizations, everything short of two weeks in Europe as inducement.

Retailing body has decided on crash program to replace white hairs with youthful countenances. Talk, thus far; most likely nothing will happen, thanks to the Big Boss in every store today: The Controller. He worships two gods: High Turnover, Low Expense Ratio : . . good for today, disastrous for tomorrow.

(Please turn page)



In this issue ...

A 20-page section on the subject of WASH AND WEAR, that points up the policy of the magazine to throw the spotlight, each issue, on the most vital textile and apparel problem of the moment; to indicate the most profitable opportunities which exist for this great industry. As a quarterly, the scope of AMERICAN FABRICS goes further than that of cold reporting. We endeavor to cover vital textile subjects in depth, to give the greatest possible insight into each subject selected as the feature. We believe it is absolutely necessary to view the subject from as many angles as possible; to examine all facets which might throw light on the relation of the present problem to its future solution. This is exemplified by the special WASH AND WEAR section.

A continuing report on Wash and Wear in April . . .

This time the special section will place its main emphasis on the Consumer Viewpoint. We will translate that viewpoint for the thousands of merchants and manufacturers who are deeply concerned with the facts about Wash and Wear.

- Elsewhere in this issue you will also find the first of a new series of editorial features in which we go into the Development Laboratories of the biggest fiber companies to show you what is coming in the future. The actual fabrics we have swatched were specially loomed exclusively for this issue; mill production will not be a reality for at least two years, but these swatches show the trend of things to come.
- ■ In the story of J. P. Stevens, too, there is much of interest. It is known, of course, that Stevens is a large textile company; in a series of flashes into the company's workings we give our readers a clearer picture and understanding of its origin, development, present workings and directional thinking.

MERICAN FABRICS

152 east 40th st., new york 18, n. y. MUrray Hill 3-2755

(continued)

Nothing takes the place of experience, to be sure; this comes only at the rate of one year per annum. But enthusiasm is something found mainly in the young; nerve and verve are worn down through the years; so is a company's growth.

Major mistakes perpetrated by retailing, according to Thorndike Deland who hires more retailer executives from buyer up than anyone else, is that young people are oversold when they are brought in, underpaid as they grow up. Average buyer, for instance, stays in job about four years; then on to greener pastures where green is on dollar bills. Philosophy of retailers appears to be that anyone who starts at \$50 a week as a trainee should be grateful when he's advanced to \$65 in four years, regardless of how much contribution he has made to store's growth in volume and profits. Store across the street, or across the nation will gladly grab him at \$150 a week. So who's to blame for the job-switch?

Textile companies which have made biggest progress over period of time follow General Motors plan: have three people in training at all times for every executive job . . . and pay what the job is worth when the trainee takes over. This partially explains why a company-like GM keeps on growing, keeps on attracting bright youngsters. You can buy cheap brains; but you can't buy brains cheap . . . and keep them. Sooner or later they move to your competitor, or to another

field where more money is to be earned.

Textile schools and some colleges are working hard to attract new talent, train them in sound fundamentals. The industry must work with them; must take realistic attitude about money when young men and women are ready for employment. Attempts to exploit this group at low wages for as long as possible can only lead to fast turnover and loss

of potential profit builders.

Some companies take stand that any youngster not deserving of a raise every six months isn't worth keeping at all. They feel he has reached his limit, will never make top-drawer material. We are against arbitrarily raising everybody; but we are for recognizing mental growth, and rewarding it promptly. This is one way to make textiledom alluring to young people . . . and replace tired blood with healthy red corpuscles.

BRICKBATS NEVER BUILT A HOUSE.

From some dark corners we hear mutters from individuals in the field of natural fibers, urging others to arm themselves against the chemical fibers. From other dark corners we hear the reverse. If it comes to the point where brickbats are hurled from one camp to the other, it is our feeling that both

sides will be hurt and not helped.

History has proved that there is plenty of room and opportunity for both natural and manmade fibers in this world. We see no reason why each group should not engage in a continuous educational program persuading the public to appreciate the advantages of textile products generally, without brickbatting the other fellow. This is particularly important, it seems to us, when we see so many fabrics which combine the two types; by knocking one element it stands to reason that they must hurt the total fabric picture.

Some day we may reach Utopia; then we will see a joint

promotional campaign by all makers of all types of fibers and fabrics . . . something this industry could well use at this point. Until then, however, we caution against the throwing of brickbats over the fence; your own brother may be walking

FROM THE PUBLISHER'S DESK



ARMSTRONG FLOORING

THE VIKING GROUP-

a dramatic and versatile design by Futorian-Stratford for town or country living. 3-piece sectional—complete, \$419.

THE UPHOLSTERY FABRIC-

a vari-textured fabric by Mooresville Mills in a wide selection of decorator colors.

WOVEN WITH JETSPUN-

American Enka's remarkable solution-dyed rayon yarn-colorfast with unusual color depth and greater strength for long wear.



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